



LIFE

INVADER

MAY 27, 1940 **10** CENTS

Father's Day
Graduation
Vacation



Bless their hearts...

For Father's Day, Graduation, Vacation—for all Gift occasions—instead of giving some short-lived token, express your lasting regard—with a Sheaffer's *Lifetime*[®] pen. The White Dot proclaims that the wearer uses the finest . . . the silken-smooth Feathertouch point responds instantly . . . two-way writing adds to pen convenience, for it is made perfect by platinum in the tiny pen point slit . . . and forceful ONE-stroke filling and FLUSHING action keeps your gift

performing perfectly. Matched with the permanently-sharp Fineline pencil, you have a grand gift—for a great Dad—for the Graduate—for all expressions of lifetime sentiments. Give Sheaffer's! SHEAFFER PENS, ALL COLORS, \$2.75 TO \$20 • PENCILS, \$1 UP • ENSEMBLES, \$3.95 UP. W. A. SHEAFFER PEN CO., FORT MADISON, IA. • TORONTO, ONTARIO, CAN.

°All LIFETIME pens are unconditionally guaranteed for the life of the owner except against loss and willful damage—when serviced, if complete pen is returned, subject only to insurance, postage, handling charge—35c.

*Other companies can guarantee their pens for life—some do—but only Sheaffer pens can carry the trade-mark, "*Lifetime*"

Unless it's **SHEAFFER'S** it isn't a
Lifetime^{*}...identify it by the White Dot on the Pen
REG. U.S. PAT. OFF.

Copyright, 1940, W. A. Sheaffer Pen Co.

Copyrighted material



THROW AWAY YOUR whisk broom



IT is only a feeble makeshift if you're troubled with a case of infectious dandruff, as so many people are. Dandruff, you know, is the most common scaly disease of the scalp and is often due to germs.

What you need for this condition is real medication that treats an infection in a sensible way—with antiseptic therapy. And if you're wise, you will start right now with Listerine Antiseptic and massage. It may achieve for you the same amazing results it achieved for so many others.

Let It Show You

Just give Listerine Antiseptic a chance to show how helpful it can be . . . how quickly it combats those distressing flakes and scales . . . how fresh, clean, and invigorated it makes your scalp feel . . . how ruthlessly it attacks the germs accompanying the infectious dandruff condition.

The treatment is easy, delightful, and can be applied at home. Just douse Listerine Antiseptic on the scalp full strength morning and night. Massage hair and scalp vigorously and persistently. In clinical tests, infectious dandruff sufferers were delighted to find that this treatment brought rapid improvement in most cases.

Kills "Bottle Bacillus"

Listerine Antiseptic is effective

against so many cases of infectious dandruff because it gives the scalp and hair a cooling and invigorating antiseptic bath . . . kills millions of the germs associated with this dandruff condition, including *Pityrosporum* *Ovale*.

This strange "bottle bacillus" is recognized by outstanding dandruff specialists as a causative agent of infectious dandruff—a condition which is only too common.

Improvement in 76% of Test Cases

Rabbits inoculated with *Pityrosporum* *Ovale* developed definite dandruff symptoms which disappeared shortly after being treated with Listerine Antiseptic daily.

And in a dandruff clinic, 76% of humans who used Listerine Antiseptic and massage twice a day showed complete disappearance of or marked improvement in the symptoms of dandruff within 30 days.

Don't Delay. Use Listerine Now

If you have any evidence of infectious dandruff . . . if your scalp itches and burns . . . start with Listerine Antiseptic and massage right now—neglect may aggravate the symptoms. It's the medical method that has demonstrated its usefulness in a substantial majority of test cases.

LAMBERT PHARMACAL CO., St. Louis, Mo.

THE TREATMENT

MEN: Douse full strength Listerine Antiseptic on the scalp morning and night. **WOMEN:** Part the hair at various places, and apply Listerine Antiseptic right along the part with a medicine dropper, to avoid wetting the hair excessively.

Always follow with vigorous and persistent massage with fingers or a good hair brush. Continue the treatment so long as dandruff is in evidence. And even though you're free from dandruff, enjoy a Listerine massage once a week to guard against infection. Listerine Antiseptic is the same antiseptic that has been famous for more than 50 years as a mouth wash and gargle.



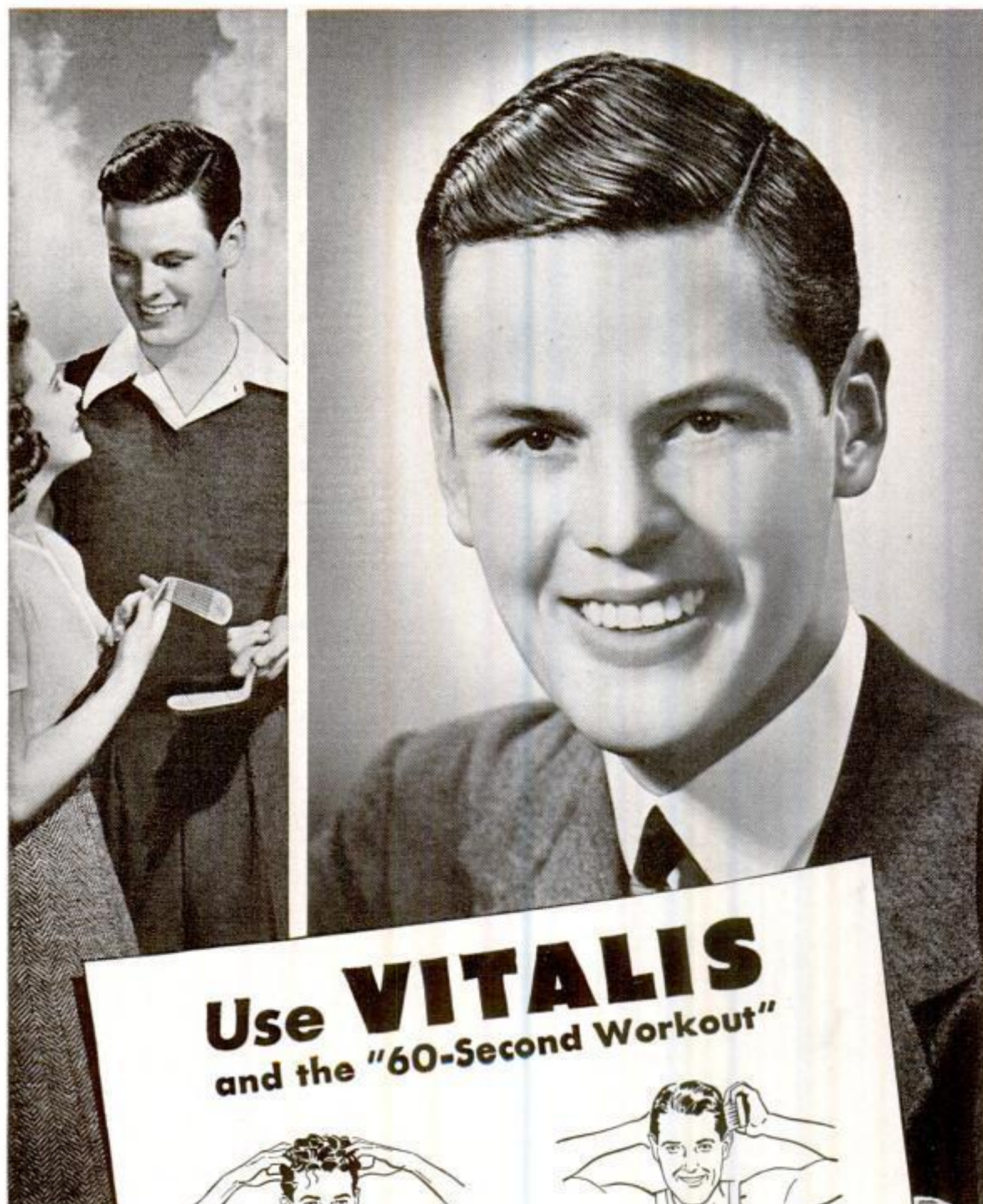
LISTERINE

THE MEDICAL TREATMENT
FOR

Infectious Dandruff



Good-looking Hair can win you Admiration and Respect



Use VITALIS and the "60-Second Workout"



1 50 Seconds to Rub—Circulation quickens—flow of necessary oil is increased—hair has a chance!



2 10 Seconds to Comb and Brush—Hair has a lustre—no objectionable "patent-leather" look.

EVER notice how good grooming—especially neat, handsome hair—seems to go hand in hand with business and social success? For well-groomed hair wins the approval and regard of everyone you meet. And that's why men everywhere are turning by the thousands to Vitalis and the "60-Second Workout".

What a difference Vitalis makes!

For good-looking hair—apply Vitalis briskly on your scalp. Notice the lively tingle as sluggish circulation speeds up. Soon your scalp starts losing its tightness . . . becomes more flexible and supple. The pure vegetable oils of Vitalis supplement natural oil of the scalp—overcome dryness—impart a rich lustre to your hair.

And Vitalis routs unsightly loose dandruff—helps prevent excessive falling hair. When you comb your hair, it stays neatly in place. And there's no objectionable "patent-leather" look!

Have hair that will work to your advantage—that will count in your favor with everyone you meet! Keep it neatly groomed—help to keep it healthy, too—with Vitalis and the famous "60-Second Workout". Get a bottle of Vitalis at any drug store.

Ask Your Barber

He's an expert on the care of scalp and hair. For your protection in the barber shop—genuine Vitalis comes only in sanitary, individual Sealtubes. Next time you go to the barber's insist on Vitalis Sealtubes.

VITALIS

HELPS KEEP HAIR HEALTHY AND HANDSOME!

LETTERS TO THE EDITORS

Birth Control

Sirs:

Perhaps you do know how grateful many of us are to see the constructive side of the birth-control movement's work given space in your splendid magazine (LIFE, May 6). An amusing side of this came to me yesterday when a friend who had lunched with Paul de Kruif said "Paul said he read every word of the birth-control article in LIFE and at last realizes that it *saves lives*, not just limits them!!!" Well, there you are, Mr. Editor. I've been slaving for twenty-five years to get the public to help us save lives of mothers and children already born. But it takes you to get the idea over to so brilliant a brain as Paul de Kruif's.

MARGARET SANGER

New York, N. Y.

● Mrs. Sanger, of course, is the staunch leader of the U. S. birth-control movement (LIFE, Jan. 11, 1937).—ED.

Sirs:

I want to congratulate you on a splendid piece of work. It combines good journalism with good taste even within the very special aspect of "medical ethics."

ROBERT E. SEIBELS M. D.,
Chairman

Committee on Maternal Welfare
South Carolina Medical Association
Columbia, S. C.

Sirs:

Please accept my congratulations and appreciation for the excellent presentation of the birth-control services now offered as part of the State health program of South Carolina. This kind of public information is of the greatest possible value.

HENRY PRATT FAIRCHILD

Professor of Sociology
New York University
New York, N. Y.

Sirs:

I noted with great interest your extremely able presentation of birth-control material. I know of nothing you have done which is more valuable for education in this country.

CONSTANCE WARREN,
President

Sarah Lawrence College
Bronxville, N. Y.

Sirs:

Your article on birth control is just what we need for a meeting we are having this month to prepare the way for a change in the Massachusetts law. Your calm appraisal is a most effective argument for such a change.

ALISON J. COOLIDGE,
Chairman

Belmont Committee, Massachusetts
Mothers' Health Council
Belmont, Mass.

Sirs:

Highest praise and ardent thanks for the birth-control article. No one can be more grateful than a citizen of darkest Massachusetts.

MARGARET C. CRAIG

Boston, Mass.

Sirs:

It is certainly gratifying to know that the editor of one of our large magazines is willing to assume responsibility and leadership in the direction of social enlightenment.

BRADFORD J. MURPHEY, M. D.
Wilkes-Barre, Pa.

Box-Social Cheapskates?

Sirs:

We, the undersigned, are officers of the Pilgrim Fellowship group of Millburn Congregational Church. On Friday, April 5, we staged a basket (or box) social in our church basement. There were no such cheapskates present as did the "bidding in" at the Hudson.

(continued on p. 4)



Modernly
slender as
a maiden fair...

WEBSTER

GOLDEN WEDDING CIGAR

A bit of "streamlined" femininity—a slim, fragrant Webster Golden Wedding cigar . . . and you have the well-bred young-man-of-to-day's recipe for a delightful holiday! Webster Golden Wedding not only expresses the vogue of youthful slenderness, but its

rare mellow-mildness

represents the sheer ultimate in smoking enjoyment. Indeed, Websters have become the choice of thousands of smokers who once were satisfied only with the finer imported Cuban cigars. Choicest long Havana filler; superb craftsmanship.

WEBSTER

CUSTOM-MADE CIGARS

GOLDEN WEDDING

Perfecto Chico...10c

Queens...2 for 25c

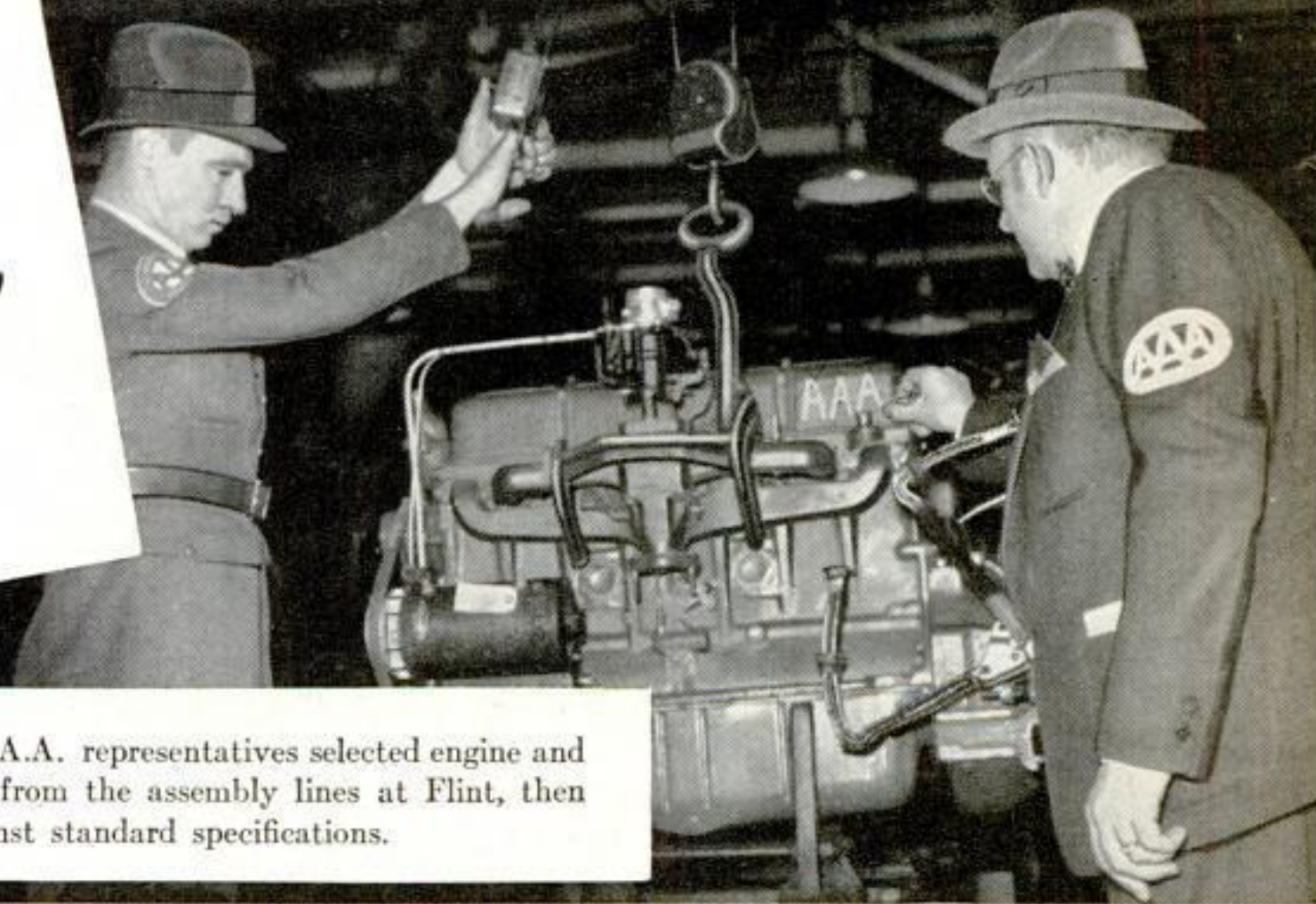
Fancy Tales15c

10c

First in the Social Register

Truck Buyers Demand Facts - **CHEVROLET** TRUCKS *are backed by* *Certified Proof!*

100,000 MILES
at less than ½¢ a ton mile!



STOCK MODEL—A.A.A. representatives selected engine and chassis at random from the assembly lines at Flint, then checked them against standard specifications.

NEVER before was a truck subjected to so conclusive a test under A.A.A. supervision as that which a stock model 1½-ton Chevrolet, with a 2¼-ton load, underwent between January 11, 1938, and January 19, 1940, covering 100,015.9 miles under working conditions.

Every mile and every minute of the test was under the official control and observation of the Contest Board of the American Automobile Association, the one organization in the United States whose certificates of performance are recognized in this country and abroad. A.A.A. records are official. (All records listed on this page are A.A.A. certified facts.)

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation
DETROIT, MICHIGAN

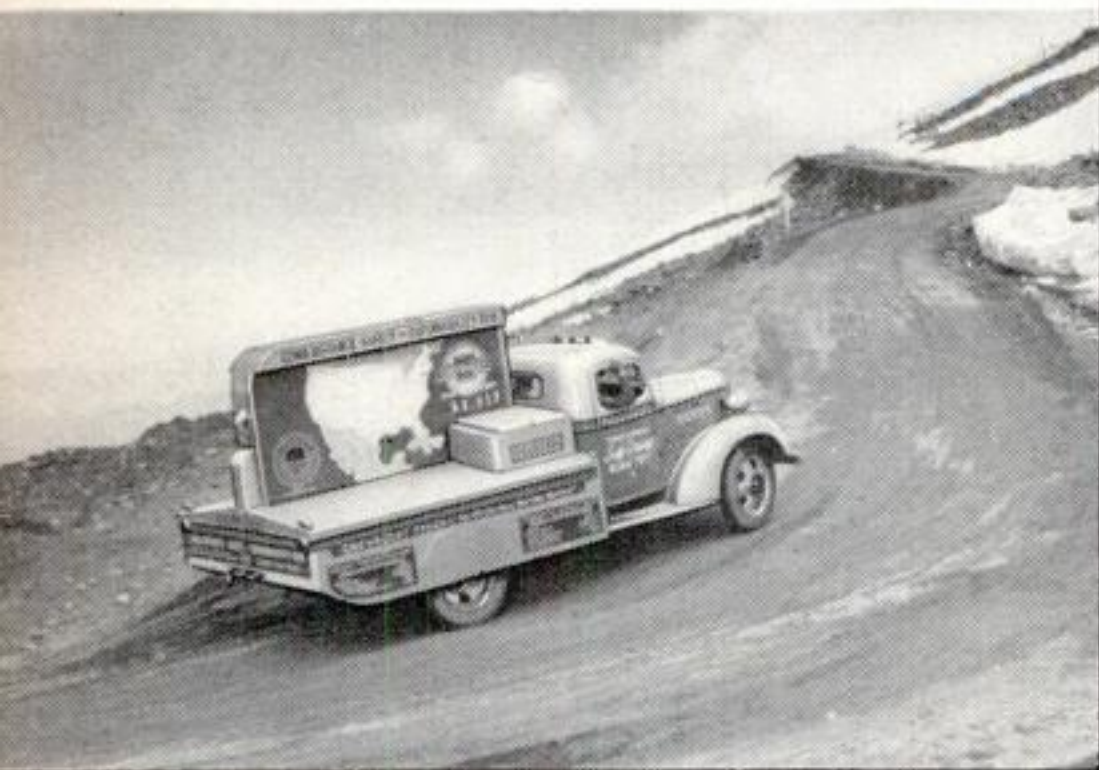
OFFICIAL LOGGING OF RUN—Every item of cost, every addition of water, oil or gas, every day's run, was entered in detail by A.A.A. observers who rode the truck.



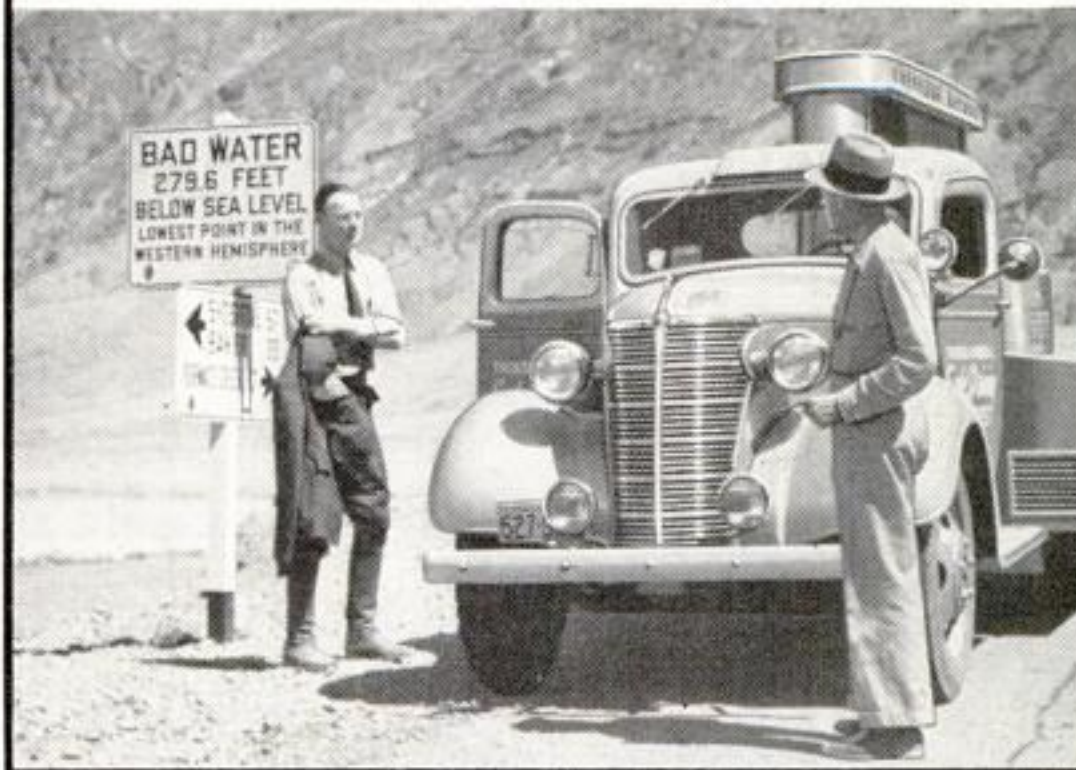
AT CANADA'S CAPITAL—The run began at Detroit January 11, 1938. The first objective was Ottawa, whence the truck started its good-will tour to Mexico City.



UP PIKES PEAK—After 52,319 miles of the test, the 1½-ton truck, with 2¼-ton load, climbed to the summit of Pikes Peak without trouble of any kind.



AT DEATH VALLEY—The test went from 14,000 feet altitude to 280 feet below sea level—meeting every condition of highway, temperature and weather.



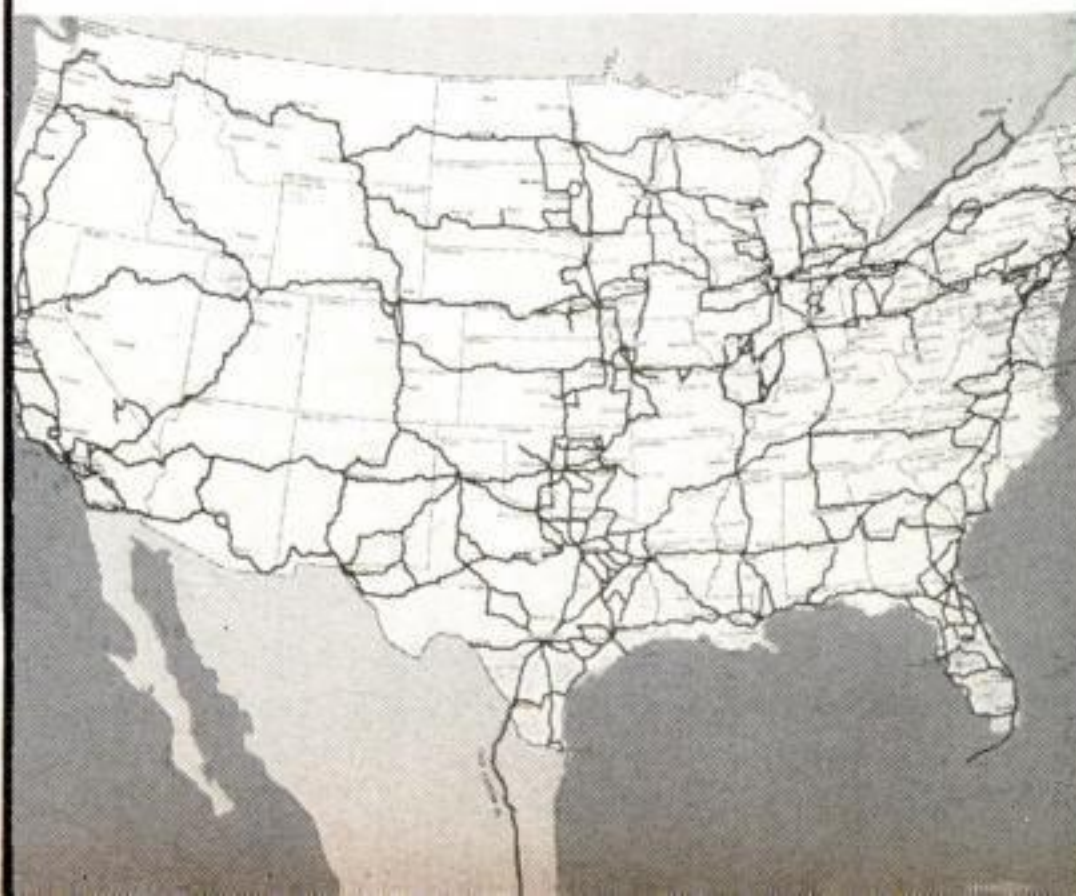
STILL GOING STRONG—Running perfectly at the finish. For the last 10,000 miles, the miles per quart of oil consumed were 1181—better than for the whole run.



INSPECTION AT FINISH—A.A.A. technicians certify that many working parts were still within production dimensions; not one part was unfit for further service.



100,000-MILE TEST ROUTE—Canada and Mexico were included in the longest truck test ever observed by the A.A.A. Each of the 48 States was visited at least twice.



Here's the Record!

Number of miles	100,015.9
Payload	4590 lb.
(exclusive of driver and observer)	
Gross weight	9260 lb.
(with driver and observer)	
Average speed	33.07 miles per hour
Average miles per gallon of gasoline	15.10
Miles per quart of oil consumed . . .	1072
Oil actually consumed	93.29 quarts
Total operating cost per ton mile, including gas, oil, lubrication and repairs and replacements (including twelve tires)	\$0.00419

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SPRING, LOHENGRIN, and the dollar sign

If you've a favorite spring bride on your gift list and intend to give her silver, maybe you're on the horns of a dilemma.

While she'd say thank you, of course, for plated silver—you know that if it were solid silver she'd turn rapturous cartwheels and bless you for life! Yet you've an idea that honest-to-goodness solid silver would unbalance your budget for months to come.

As a matter of fact, solid silver costs much less than you'd think—yes, even *International Sterling*, the distinguished



solid silver made by America's foremost silver house. To give you some idea—there are intimate, 6-piece "Me to You" individual place settings for as little as \$16.75—and gorgeous 36-piece services for six (favorite of givers and getters alike) for as little as \$100. And most jewelers, of course, will gladly arrange money matters conveniently.

Below are a few of International's stunning patterns. There are many more—patterns to express every personal taste—patterns to fall in love with!

And with June about to break into its bridal chorus, hadn't you better take that lucky bride right around to choose her International Sterling today?



INTERNATIONAL STERLING

Master Craftsmen for Five Generations.*

*Copyright, International Silver Company



Prelude—As lovely and inspiring as Wagner's wedding music.



Fontaine—Handsomely carved, inspired by the French school of design.



Enchantress—Another simple and graceful pattern, always in good taste.



Royal Danish—Classic forms treated in the free, modern Danish manner.

TUNE IN SUNDAY—THE SILVER THEATER SUMMER SHOW: "FUN IN PRINT" 6 P.M., E.D.T.; 5 P.M., E.S.T., C.D.T.; 4 P.M., C.S.T.—COLUMBIA NETWORK

LETTERS TO THE EDITORS

(continued)

Mich. affair (LIFE, May 6). No man in the crowd could get a "box date" for less than three bucks, and the fellows made one lad pay \$4.70 for the privilege of opening his best girl's box. Even our grade-school boys "save up" to pay 50¢ for a box put up by a beauty in pigtales.

BOB DENMAN
THELMA CLARK
LOIS BONNER
DON TRUAX

Millburn, Ill.

Sirs:

Interested to see in the article and pictures of "Life goes to a Box Social" that a gathering of 800 Hudsonians raised the princely sum of \$105. Up here in this valley in the Canadian Rockies, box and pie socials number only from 60 to 100 souls—and we raise an average of \$75. According to the season and weather, people come by truck, cars (a few), saddle horse, wagons, sleighs, on foot, skis, snowshoes, from logging camps, farms, ranches, homesteads—sectionmen, lumberjacks, guides, farmers, storekeepers and trappers.

Unfortunate is the swain paying close attention to some particular girl friend when he starts to bid on a box. Rivals jump into the bidding and up it goes to an average of around \$7.50. Even \$15 and \$20 have been known to be the price of some especially "wanted" box. Only a piker would start the bidding at less than a dollar.

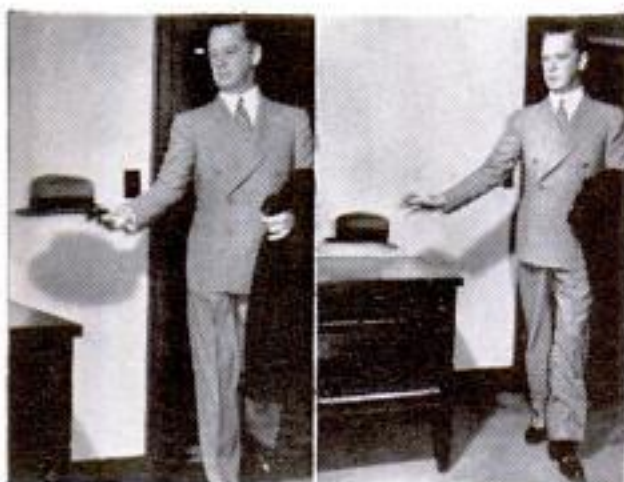
STAN J. CARR

Tete Jaune Cache
British Columbia, Canada

Pegler's Button

Sirs:

I wonder how Westbrook Pegler shown in your May 6, 1940 issue can come into the room in picture No. 1 having both buttons on his coat fas-



tened and yet although he has just thrown his hat on the table in picture No. 2, one of the buttons on his coat has been unfastened (see picture).

V. MCCARTHY

Newport, R. I.

● LIFE's only explanation—for the many readers who worried about this—is that the hand may be quicker than the camera.—ED.

Flagg's Opinion

Sirs:

I am for my own benefit going to blow off an accumulation of steam. This is an unsolicited bunch of poison ivy.

You have reproduced in full color many delightful paintings. I have nevertheless shuddered at times over an occasional page or two of degenerate horrors like Picasso's, which are kin to the nasty scrawls chalked on alley walls by underprivileged Mongolian monster boys.

But this Early Privy School of the Ohio Valley! This week's double-page John Steuart Curry's *Hoover* and the *Flood* (LIFE, May 6), which you call a masterly painting! It is High School 1870! The color is mud. The drawing is laughably feeble. The conception is as crude as a Digger Indian's. It's as serious a contribution to art as a mud

(continued on p. 6)

4 OUT OF 5 MAY HAVE TROUBLE AHEAD! GINGIVITIS



**ATTACKING THOUSANDS
—EVEN YOUNG FOLKS!**

Do your gums bleed when you brush your teeth? Are they sore? Inflamed? Then watch out! Dental records show 4 out of every 5 people may have Gingivitis, a common inflammation where gums join the teeth.

IF NEGLECTED...Gingivitis often leads to Pyorrhea with shrinking gums and loosened teeth which *only your dentist* can help. It's wise to see him every 3 months for gum inspection. At home help guard against Gingivitis—

**Help Gums To Be Firmer—
Teeth Bright and Sparkling**

Brush your teeth and massage your gums twice daily with Forhan's Toothpaste—the ORIGINAL toothpaste for massaging gums and cleaning teeth. This effective Forhan's method helps gums to be firmer, harder and brightens even dull teeth to their "natural" lustre. ALSO helps to remove acid film that so often starts tooth decay.

Start using Forhan's today—note the difference! Sold at all drug and department stores. Week-end size at 10¢ stores.



**FREE →
50¢ GUM MASSAGER**

Send empty carton from 50¢ size tube Forhan's Toothpaste to Forhan's, Dept. C-8, New Brunswick, N.J., and receive this wonderful 50¢ Gum Massager FREE.



A hard picture to get—but Agfa Film got it!

Photographer's idea of Heaven!

WOULDN'T IT BE wonderful if, every time you had a chance to take a picture as beautiful as this . . . *you got it?*

You *can* come closer to achieving this if you always use Agfa Film.

In Agfa's complete line of films you'll discover just the film you need for every type of photography . . . Use Agfa Plenachrome for general all-around use.

Each of these films brings you Agfa's famous "extra margin of quality" which helps you get best results under ordinary conditions, and *surprisingly good* results even when conditions are far from favorable.

Ask for Agfa Film today . . . and get better pictures! Every roll of Agfa Film is guaranteed to give you: "Pictures that satisfy or a new roll free!" *Agfa Ansco, Binghamton, New York. Made in U. S. A.*

Agfa Film



The only film that guarantees
"Pictures that satisfy or a new roll free!"





"Perspiration Odor has no place in any man's life!"

"And since a man can be guilty and never know he offends, I play safe with Mum," says Kenneth Caldwell of the Connecticut General Life Insurance Company!

PEOPLE are an insurance man's career! Meeting new prospects and making new friends—winning their confidence and respect—that's the big part of his daily job. But if he lets perspiration odor creep in with his facts and figures, you can be sure his welcome won't last long.

"Perspiration odor has no place in any man's life—or business. The tragedy is that a man can offend and never know he's guilty—and no one is apt to tell him. It's so much easier for a prospect to let him go and dodge him in the future. That's why I play safe—and after every shower use Mum."

That's just good, common sense advice and thousands of men are following it.

A dab of Mum under each arm after your shower takes only 30 seconds and you definitely veto perspiration odor for hours. Keep this in mind—a bath only cares for past perspiration, but Mum prevents risk of odor to come.

Mum can't harm your shirts... won't irritate your skin... prevents underarm odor without attempting to stop the perspiration itself.

Your wife, your sister or your mother is probably using Mum right now as the safe, sure way of guarding against underarm odor. Don't try borrowing—get Mum at your drug store today. Carry into all your contacts—business and social—the confidence that you won't offend with perspiration odor.

MUM

takes the Odor out of Perspiration

[Socially or in business — Play safe with Mum!]



That glorious, bracing morning shower takes care of yesterday's perspiration—but Mum prevents odor to come—carries on where your bath leaves off.

The people you meet in business—and your family and friends—like you better when you avoid the risk of underarm odor with Mum. You even like yourself better!



LETTERS TO THE EDITORS

(continued)

pie with a little nose-bleed and mustard on it!

That, sir, is my opinion and what do you care!

JAMES MONTGOMERY FLAGG
New York, N. Y.

Wonderful Work

Sirs:

Your painting of *Hoover and the Flood* touched my heartstrings this morning. I am a citizen of Greenville, Miss. and was appointed the head of all sorts of relief work on the levee under the Red Cross—so no one could appreciate your wonderful work more than I. You couldn't have done better if you'd been in that disaster with us.

I stayed with the flood from the day the levee broke and it's a picture I shall always carry in my memory—but I certainly will keep one of yours.

ALBERTA LAKE GILDART
Suffield, Conn.

Bull on Stowe

Sirs:

Mr. Leland Stowe in his startling article (*LIFE*, May 6) describes the "incomprehensible—almost unbelievable apathy" of the Osloans. Telling about the "paralyzing occupation" he tries to make all the Norwegians look spiritless. That the Norwegian "Parliament voted unanimously to resist" is told in those five (5) words.

Mr. Stowe was asked: "What is



HITLER AND ARMY

America going to do?" He retorted: "What are you Norwegians going to do?" He gives the answer himself later on: "The Norwegians are still fighting. They are fighting for their freedom and they are also fighting to redeem Norway's national honor."

JOHAN BULL

Forest Hills, N. Y.

● In white-hot fury against the Nazi invasion of his native land, Cartoonist Johan Bull dashed off the cartoon above, sent it to *LIFE*.—ED.

Treacherous Waifs

Sirs:

Leland Stowe's article on the German invasion of Norway (*LIFE*, May 6) was the best piece of reporting on the war that I have read so far. I notice that Stowe makes no mention of reports to the effect that the German Army was composed largely of soldiers who as children 20 years ago were cared for by the kind Norwegians who temporarily adopted large numbers of undernourished German waifs after the last war.

JAMES P. MCKINLEY
Boston, Mass.

● *LIFE* cabled Reporter Stowe, who cabled back as follows:

"When I was in Oslo several Norwegians remarked bitterly to me that the Germans who had been brought up in Norway as refugee children during

Gambol in the sun, but—
Don't gamble with your eyes!



Look ahead to happy days! To joyous fun in the sun—but when at play, PLAY SAFE! Wear "OPTIKS"—the Sun Glass with the SCIENTIFICALLY GROUND AND POLISHED LENS that shields your eyes from the sun, yet WILL NOT DISTORT THE VISION. "OPTIKS" are sturdily constructed; will fit perfectly. Frames in white, clear crystal, or simulated shell.

\$1.00
including case

"Optiks"
Ground & Polished
SUN GLASSES

In Canada: Canadian Lapin Products Ltd., 587 Fleet St., W. Toronto, Can.

LAPIN PRODUCTS INC. • 200 VARICK ST., N.Y.C.



AT THE FAIR...
AND EVERYWHERE
IN CALIFORNIA

Visit the Golden Gate International Exposition, open from May 25 to September 29, on magical Treasure Island in San Francisco Bay. On the Exposition site Bank of America has a complete banking office (the only bank on the Island) to serve you. Travel care-free with Bank of America Travelers Cheques, which you may obtain from authorized banks and travel agents everywhere.

Bank of America
NATIONAL TRUST & SAVINGS ASSOCIATION
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION
495 branches in California

Believe It or Not!

by
Ripley

THE GREEKS HAD A WORD FOR IT!



THE BOUSTROPHEDONIC (OX PLOWING) ORDER OF WRITING ALTERNATELY FROM RIGHT TO LEFT AND FROM LEFT TO RIGHT WAS ORIGINATED BY A GREEK SCRIBE WHO SAW AN OX PLOWING AND LIKED THE MOTION. LATER A LEFT-HANDED GREEK CHANGED TO OUR MODERN DIRECTION OF WRITING, LEFT TO RIGHT ONLY. *Reg. U. S. Pat. Off.

PARKER HAS A BETTER WORD

Quink
THE PEN-CLEANING INK
QUICK-STARTING, QUICK-DRYING



THAT NECESSITY IS THE MOTHER OF INVENTION IS NO BETTER ILLUSTRATED THAN BY THE FACT THAT THE FINEST INK IN THE WORLD TODAY--CALLED **Quink** WAS CREATED BY THE PARKER PEN CO. TO GUARD THEIR FAMOUS PENS FROM BEING CHARGED WITH POOR SERVICE DUE TO PEN-CLOGGING INKS.

PARKER WAS LITERALLY FORCED TO GIVE THE WORLD A BETTER INK BECAUSE THEIR EXPERTS DISCOVERED THAT

ABOUT 65% OF THE TROUBLE WITH PENS IS CAUSED BY ORDINARY CORROSIVE, SEDIMENT-MAKING, PEN-CLOGGING INKS.

G. H. SAYLER, CH. E., HEAD OF THE PARKER CHEMICAL LABORATORIES, SPENT 3 SOLID YEARS IN CREATING PARKER **Quink**—AN INK THAT DOES WHAT NO OTHER INK CAN DO.

HERE'S THE HAND OF ACE ACHIEVEMENTS THAT PARKER DEALS YOU IN EVERY BOTTLE OF **Quink**

A CLEANS YOUR PEN AS IT WRITES BY DISSOLVING SEDIMENT LEFT BY PEN-CLOGGING INKS.

A DRIES BY STEPPED-UP PENETRATION BUT RESISTS EVAPORATION—HENCE DOES NOT DRY IN YOUR PEN.

A DRIES 31% FASTER ON PAPER THAN AVERAGE.

A MAKES ANY PEN WORK LIKE A CHARM—A PARKER OR ANY OTHER PEN.

TWO KINDS OF PERMANENT EQUALS OR EXCELS GOVERNMENT SPECIFICATIONS IN 8 IMPORTANT WAYS! WASHABLE FOR HOME AND SCHOOL—WASHES OUT WITHOUT A TRACE!

Believe It or Not Robert L. Ripley

LETTERS TO THE EDITORS

(continued)

the first world war were now serving as key men with Hitler's invading army. I had no way of learning what proportion of Norwegian-speaking German soldiers and officers had been educated in Norway as war waifs. It seems certain, however, that this was true of a number of them.

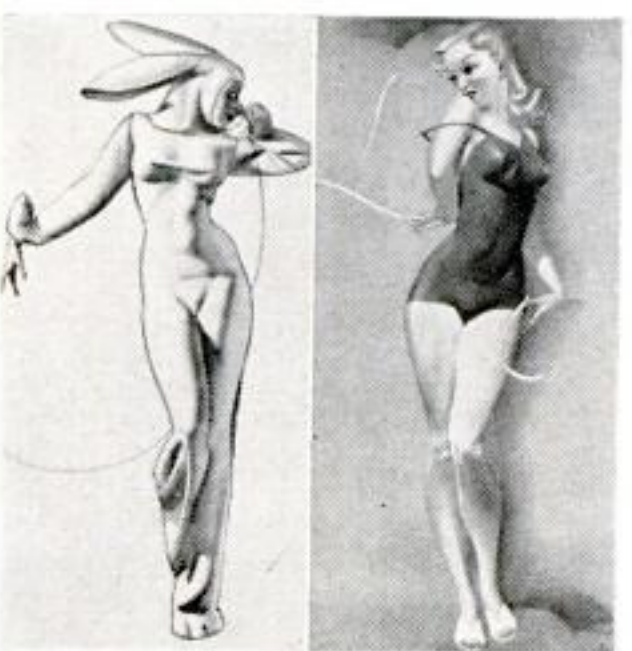
"I remember how much I was impressed by the German officer whom I saw ordering the Norwegian policemen about. He was speaking with great vigor and excitement in what appeared to be perfect Norwegian. At the time I was surprised that he spoke Norwegian so well as he was obviously a veteran German officer."—ED.

Petty Influence

Sirs:

It is with pleasure that I note the reproductions of some of my drawings for *Sketch* in the May 6 story on British "pin-ups."

Mr. George Petty as well as myself will be surprised to learn that I am one of his disciples. As a matter of fact, I



have never had the pleasure of meeting Mr. Petty and was under the impression that I had created a style distinctly my own.

MERLIN ENABNIT

Chicago, Ill.

● LIFE meant no disparagement of Mr. Enabnit who, under pseudonym of Merlin draws luscious ladies for British magazines. It deduced that George Petty (*LIFE*, June 26, 1939) had influenced Merlin by comparing their work, as shown in cut.—ED.

Hitler Jokes

Sirs:

I read in your issue of May 6 several good jokes about Hitler. I'm sending you two more that have known a great deal of success in Brazil.

Hitler was laughing at his friend Admiral Horthy, dictator of Hungary: "Why do you call yourself Admiral? Hungary has no seaport and no navy."

Horthy laughed too: "That is right. Titles are nonsense. Don't you have in Germany a Minister of Justice?"

Hitler went to the country and saw a beautiful ox. He asked the farmer what food he gave to the ox. The farmer told what he did to keep the animal fat. Hitler threatened him with severe punishment if he continued to waste food on an ox. One month later a Nazi came and asked the farmer again about what food he gave to his ox. The farmer said he only gave him garbage.

The Nazi was furious that valuable food was being wasted in the garbage.

The next time a Nazi came for checking him the farmer played safe: "I don't know what my ox eats. Every day I give him three reichsmarks and he goes and eats where he pleases and what he pleases."

E. S. DE OLIVEIRA

São Paulo, Brazil

3 little food ideas - and how they grew!



America's Best-Known Baby

Idea - a baby's cereal, babies will like

My husband talked over this attractive idea with a group of dietitians...three years later they produced a nourishing wheat-germ cereal enriched in the important iron and vitamin B-1. Precooked, ready to serve - and tasting grand! I know my baby lapped it up from the first. And hundreds of other mothers say the same!



Idea - Strained Foods containing specially grown vegetables

The very idea of canned strained foods was new when, years ago, Gerber experts began raising special vegetables for babies. The result was beautifully controlled crops that could be safe in their tins within an hour or two after harvesting...as well as peace of mind for the mothers of over a million Gerber babies!



Idea - make Junior Foods simpler for Mother

Gerber's Junior Foods for older babies were planned to make things lots handier for mother. The price is the same as the strained foods. The tin size is the same - just right for an average serving. When the doctor says, you can switch over gradually by including a can or two in your strained foods order!



Mrs. Dan Gerber

Gerber's Baby Foods

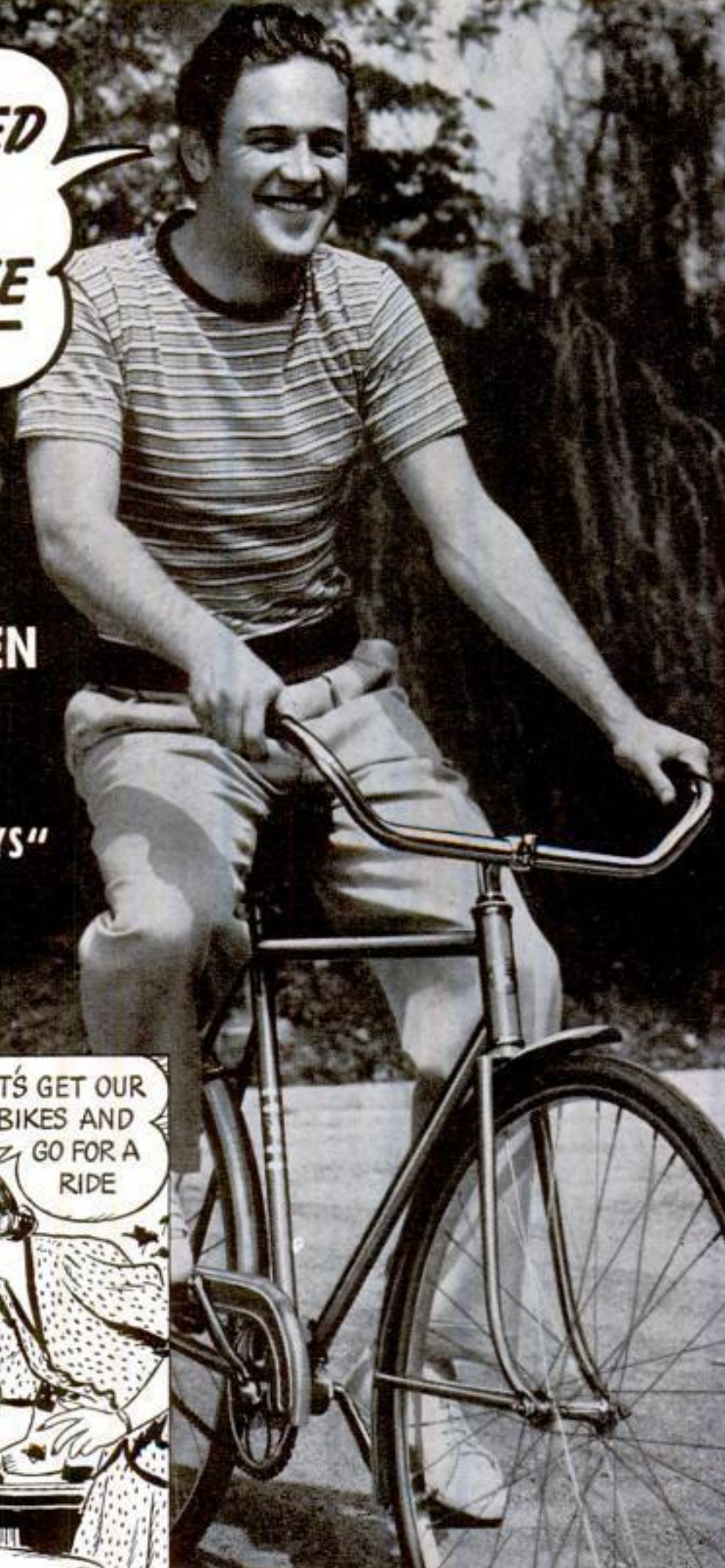



Gerber's Dry, Pre-cooked Cereal Food

Gerber's Strained Foods 14 Varieties

Gerber's Junior Foods 8 Varieties

**WHEN I NEED
TO RELAX
I RIDE A BIKE**

WILLIAM HOLDEN
FEATURED IN
**PARAMOUNT'S
"THOSE WERE THE DAYS"**


**IT'S FUN TO
RIDE A BIKE**

Why not be guided by the stars? Steer a straighter course to better health... relax your tensed-up nerves... get out-of-doors on a bike! For it's good fun to ride a bike. And good for you! Thrifty, too! So, see your neighborhood dealer in bicycles today. He has a smart new 1940 model for every member of the family!

CYCLE TRADES OF AMERICA, Inc.
Chanin Building, New York City

Keep Trim --- Keep Slim --- Keep Cycling!

FROM LIFE'S CORRESPONDENTS

Allied Retreat from Namsos

[Polly Peabody, who cabled this dispatch, is the daughter of socially prominent Bostonians, was until last summer a giddy, gay cafe society girl. Tiring of this life, she helped organize an American Scandinavian Field Hospital to aid Finland after the Russian invasion began. The unit was assembling in Stockholm when Finnish resistance stopped. When Germany invaded Norway the unit rushed there.

Polly Peabody was at Namsos and Grong, wrote dispatches for the United Press and here gives an eyewitness account of the Allied retreat from Namsos.—ED.]

Stockholm

In Namsos there was not a house left intact. Furniture had been blown out into the street by the impact of German bombs and in many cases the chimneys alone remained standing, with their small triangular fireplaces around which the Norwegian family builds its home. In one place a sewing basket full of spoons of bright thread was the only touch of color among the gray ashes. The hospital alone was untouched.

In the Namsos section the scene had been set for great activity with the arrival of fresh Allied troops. The



POLLY PEABODY, AGED 22

atmosphere had been one of expectation when suddenly the word came to retreat. This unexpected news had a shattering effect, especially on the Allied soldiers who had come a long way to fight, perhaps even to die, but not to retire before an unseen enemy without the privilege of firing a single shot.

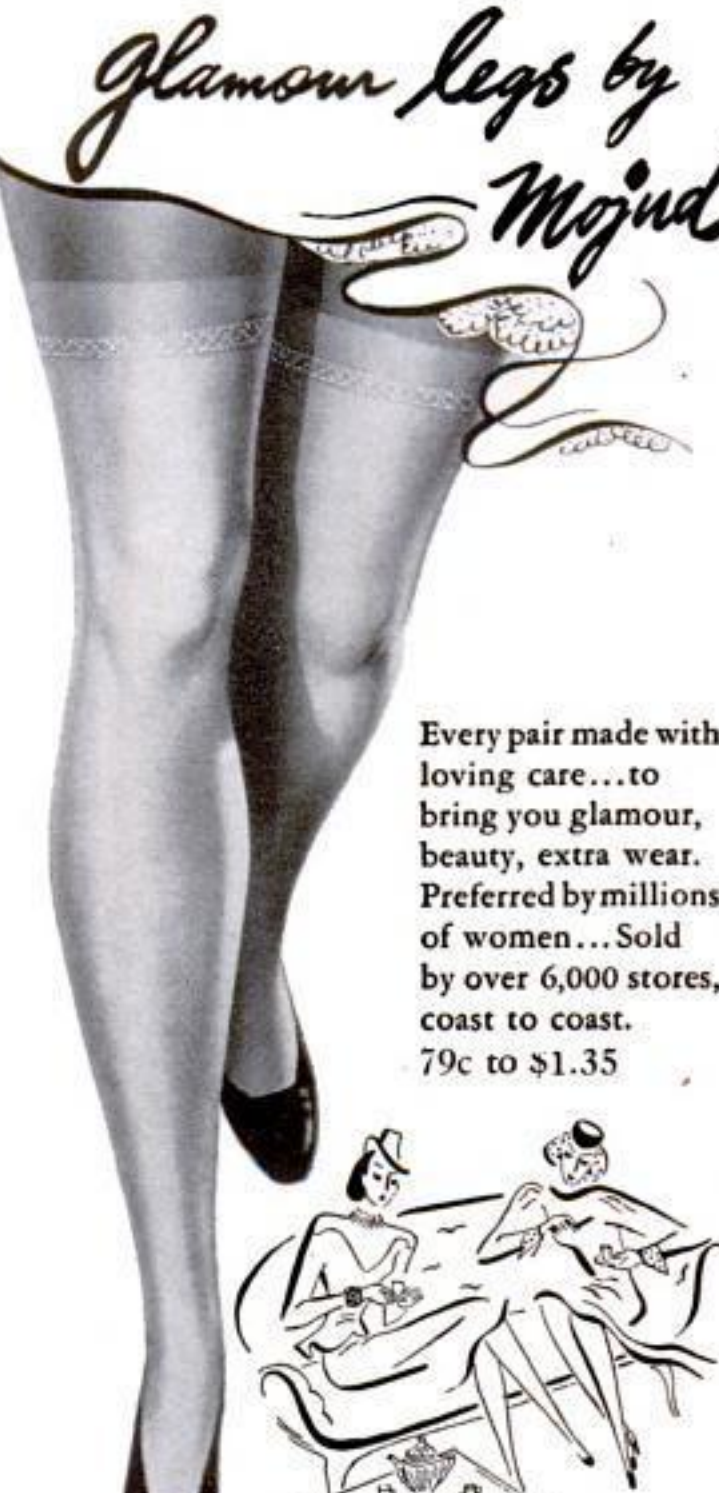
I saw hundreds of soldiers leave during the night trudging along toward the port, marching by in the darkness silhouetted against the dying flames of a burning munitions heap, silent and bent under the heavy weight of their packs. Except for a hurried command here and there, a warning cry from the stretcher-bearers who carried their wounded to the dock because of the shortage of ambulances, a hoot from a ship's whistle, the hasty retreat was cloaked in a dramatic silence. The last Britons received the order to evacuate without more than an hour's warning.

The Germans did not occupy the area until 48 hours later, having sent a patrol forward under Norwegian guidance to make sure the Allies had left. At dawn on May 4 the only remaining Frenchmen escaped to Sweden.


When I arrived back in Grong, I found utter confusion. Peasants who had never quite understood this war and who were still shocked by the suddenness of its occurrence could

(continued on p. 11)

*Glamour Legs by
MOJUD*




Every pair made with loving care...to bring you glamour, beauty, extra wear. Preferred by millions of women...Sold by over 6,000 stores, coast to coast. 79c to \$1.35



MOJUD
the dependable
HOSIERY

TRADE MARKS REGISTERED COPYRIGHT, 1940
MOCK, JUDSON, VOEHRINGER CO. OF N. Y., INC.

TOMMY THOMSON, ACE
NEWS PHOTOGRAPHER




**"CAN'T WEAR
IT OUT,"** says
Press Photographer

Mr. Thomson's Corona has been in forest fires, on Coast Guard rescue work, in hurricanes. "My Corona has had tough handling... never been repaired... never let me down. It sure can take it," he says.

Choose any one of 5 fine models, from \$29.75 up... you'll find each "tops" in its price class. Up-to-date, fast, made to take lots of punishment. Ask your dealer for free trial.

PIONEERS FOR THIRTY YEARS
CORONA
PORTABLE TYPEWRITERS



ONLY \$1.00 a week plus small down payment

I. C. SMITH & CORONA TYPEWRITERS INC
Desk 56, 171 Almond Street, Syracuse, N. Y.
I'm thinking of buying a Corona. Please send free folder describing ☐ Zephyr ☐ Speedline.

Name _____
Address _____
City _____ State _____

"Half-eaten
breakfasts worried
me frantic...till
I found this
simple answer"



Switch to something you'll like!

**Marvelous FLAVOR . . . the result
of a secret known only to Kellogg
. . . has made Kellogg's toasted
Corn Flakes America's best-liked
ready-to-eat cereal! And they're
always extra-fresh!**

Wouldn't you like your youngsters to eat a good breakfast without coaxing? Wouldn't you like to see your husband pitch in as if he really *enjoyed* his breakfast? Then follow this sensible suggestion: Switch to something they're sure to *like*—Kellogg's toasted Corn Flakes!

It's ten to one they'll really *go* for Kellogg's Corn Flakes, as so many other families do. Try it and see! These extra-fresh, golden-brown corn flakes have a delicious *flavor* that can not be equalled by any other cereal! It's the result of a secret known only to Kellogg.

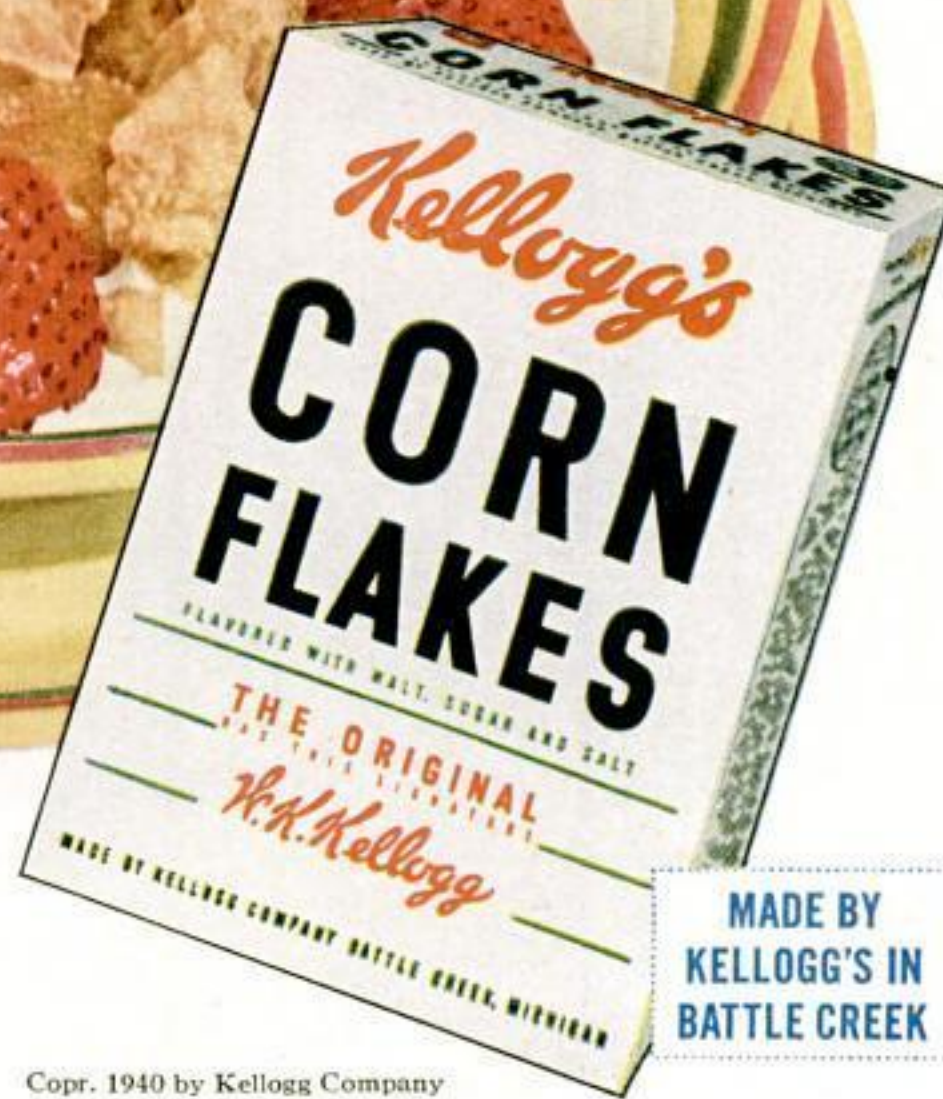
For more than thirty years, Kellogg's—the original Corn Flakes—have been America's most popular ready-to-eat cereal. Children like them so well that it's an easy way to help get that extra milk into their diets! But remember—to get that famous Kellogg flavor . . . be sure to say Kellogg's before you say Corn Flakes!

Also ask for Kellogg's Corn Flakes in restaurants, hotels, dining cars.



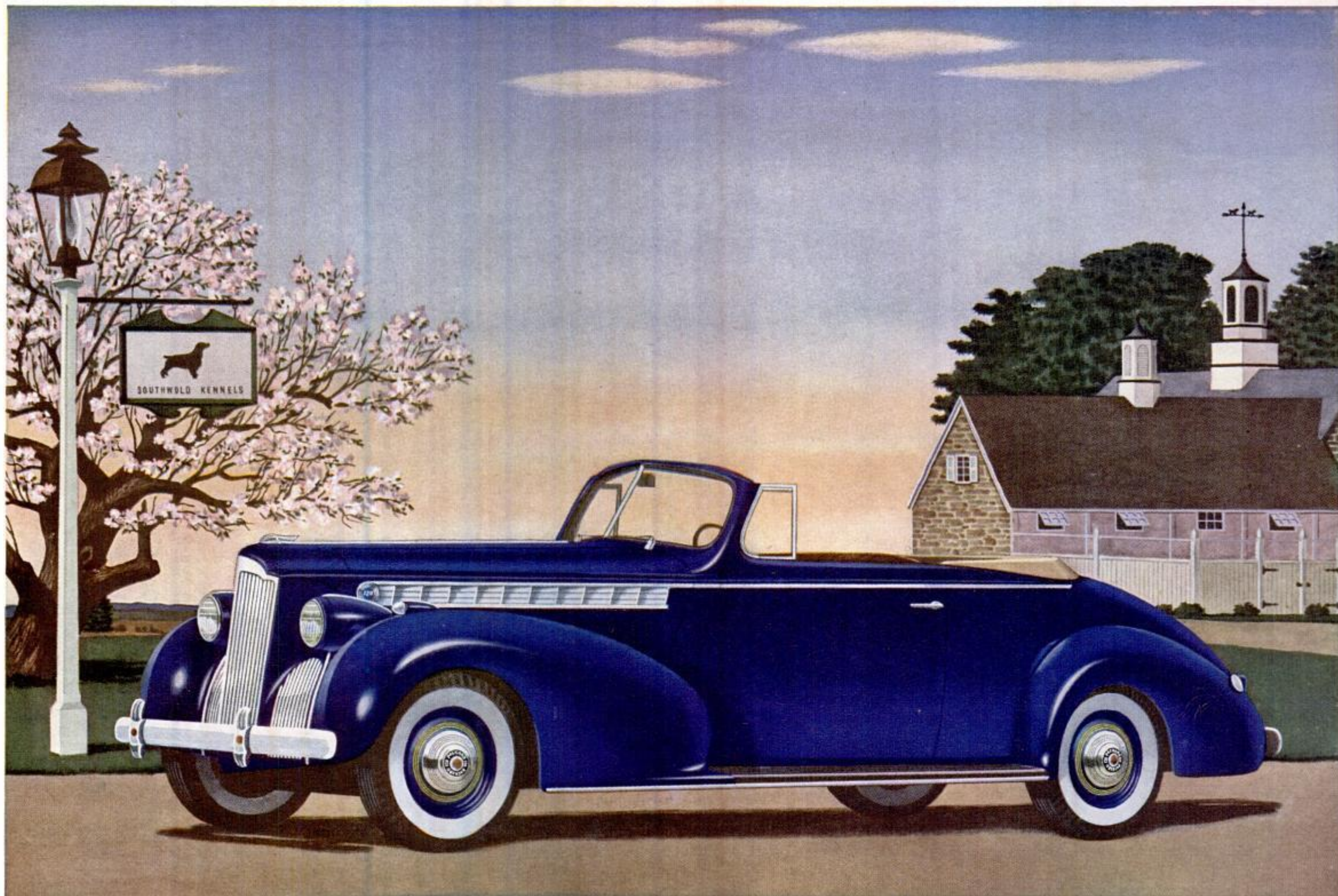
DELICIOUS WITH FRESH,
FROZEN, COOKED OR
CANNED FRUIT

Flavor does it!

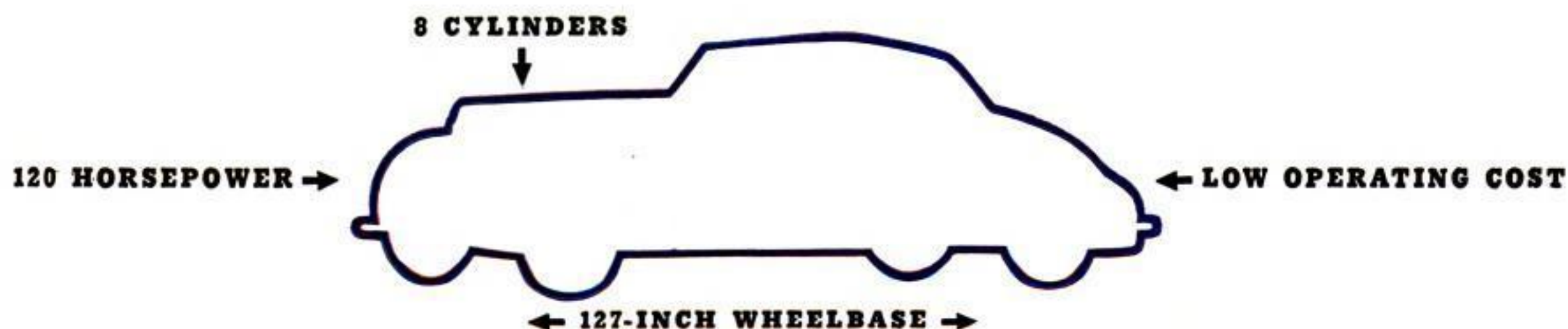


MADE BY
KELLOGG'S IN
BATTLE CREEK

Copr. 1940 by Kellogg Company



Illustrated: Packard One-Twenty Convertible Coupe, \$1270* (white sidewall tires extra)



Meet Straight-Eight enthusiasm!

BY COMPARISON with Packard 120 owner-enthusiasm, that of many car-owners is like a murmur to a shout.

For here is *one* eight that really gets under your skin. You'll sense this in the affectionate and highly personal way its owners refer to it.

To begin with, you may take the gentleman's word for it that *no other eight* belongs on the same road with the 1940 Packard One-Twenty. In smart new styling. In the thrill that waits in its throttle. In sheer luxurious comfort which stems from *extra length*. In year-'round upkeep costs—whose modest totals delight anyone with a sense of thrift.

But if you want to meet Straight-Eight enthusiasm at its height—hunt up a One-Twenty owner who has had his car long enough for any of the commoner service operations! *He'll* quote you figures which *prove* that One-Twenty service charges are smack in line with those of *much smaller* cars.

Better than all this, however, borrow a 1940 One-Twenty from your Packard dealer—*now!* Settle back, nudge the accelerator, and you'll witness a miracle of smooth and soundless flight! You're headed for that distant point where the roadsides draw together. And how soon you're past it—and gliding toward the next... the next... and the next.

Drifting home, you'll realize that this smart Packard takes exception to the rule that "All good times must end". They needn't, ever—in a One-Twenty.

PACKARD 120

\$1038

AND UP. Packard 110, \$867 and up. Packard 120, \$1038 and up. Packard Super-8 160, \$1524, and up. Packard Custom Super-8 180, \$2243 to \$6300. *All prices delivered in Detroit, State taxes extra.

ASK THE MAN WHO OWNS ONE



... It's a Genuine **Motorola Radio** that **FITS** and **MATCHES** Our Instrument Panel **EXACTLY!**

● No matter what make or model car you're driving, it can be fitted perfectly with a **MOTOROLA**—America's Finest Auto Radio. And the control head with accurate, automatic push button tuning, will exactly fit and match your instrument panel. Get the kind of fun and entertainment you've always wanted—don't take *no* for an answer! **Insist on a genuine MOTOROLA!**

Motorola 3-Power PORTABLE
For Fun and Music Wherever You Go

You'll be delighted with its rich, radiant tone, and its power to bring in far distant stations. It's a smartly designed 6 tube set that works equally well on your 110 volt house current or the powerful Eveready Minimax B batteries ... the "HOTTEST" number in radio today. See and hear it at your Motorola dealer.

FREE! ILLUSTRATED BOOKLET

Know "How to Measure and Judge Good Car Radio Performance." Write to:

GALVIN MFG. CORPORATION
4327 Augusta Blvd., Chicago

Motorola
AMERICA'S FINEST *Radio*
FOR YOUR CAR AND HOME

FROM LIFE'S CORRESPONDENTS

(continued)

much less understand this new change of events. When they found themselves without the British to count on, some reacted with profound despair but many felt relieved. They were thankful that the fear of death pouring out of the sky was over.

For the first time people ventured out of the dark tunnel where they had been hiding. The population seemed almost intoxicated with the first rumors of an armistice and drove hysterically around in trucks abandoned by the French. At one place a new British anti-aircraft gun lay upside down in a ditch. Beside it stood a young Norwegian staring incredulously. He was typical of a generation that had grown up under the ideals of the League of Nations and as a result was utterly unprepared for the defense of his country.

POLLY PEABODY

Flight from Belgium

Paris (by cable)

At 6 o'clock on the second day of Belgium's invasion the anguished Brussels air-raid sirens waked me. It had been quiet through the night presumably; now the boys were at it again. At breakfast they told me that 80 civilians were killed, hundreds wounded the day before. I went into Ambassador Cudahy's office; a houseman on a stepladder was pasting paper strips across the great glass window before his desk. Ambassador Cudahy was patient but firm. "You must get out of here while you can," he said. "Mrs. Hugh Gibson, the wife of our former Ambassador is here, she is leaving for Paris to join her husband by motor this afternoon, she will take you along," he said. "And you are no use here, just a burden, so you go." "Yes," I said, and I felt very embarrassed when I said it, "this is not our war."

I thought of Holland as I had last seen it on Thursday coming from Amsterdam to Brussels by train—a little flower-painted dinner plate on a counter which resembled itself in every part. I thought of how my friends told me that the people in the towns who could afford it moved to the country for safety and how the people who lived in the country moved to town because Holland is so small and flat and crowded and there are so few woods and no hills to hide in—and if you dig down to build a shelter there is the sea.

Then I walked through the streets of Brussels to the Hotel Metropole to see a newspaperman. We sat in the bar and presently a man in a sky-blue Royal Air Force uniform came along. He sat down and turned out to be a Virginian who had come to London to enlist the day the war was declared and he and his bombing crew had crashed in a muddy beet field in neutral Belgium in February and had been interned. Now the Belgians were allies and they had just been let out of jail and covered with flowers and kisses in the streets. The Virginian was a First Family boy but just the same he had gone on a wonderful bender last night and he was so glad to be out of jail. Now he didn't know how he could get back to Paris to report to his squad so I said come with

4 ways to keep cool this summer



1. **POUR ICE WATER** over your head every half hour. Cool, but not neat. Ever so much neater is a lightweight Arrow Shirt, with thousands of little pores to air-condition you.



2. **COLLARS TWO SIZES** too big create nice drafts on your nape. But the collars on Arrow Summer Shirts are just right, never tight! Arrows are *Sanforized*: the fabric can't shrink even 1%!



3. **GO NUDIST**, but that's not smart any more. Arrow tailoring, however, is always smart. Arrow Summer Shirts have good-looking Arrow collars; come in handsome patterns and fine whites.



4. **THE BEST IDEA** is to ask your Arrow dealer for cool, comfortable Arrow Summer Shirts. No bunching in the middle, thanks to Arrow's famed "Mitoga" fit. \$2, 2.25, 2.50, 3.50, \$5.

ARROW SHIRTS

Made by Cluett, Peabody & Co., Inc.

Sanforized-Shrunk—a new shirt free if one ever shrinks out of fit



YES... IRON IS ESSENTIAL for growing youngsters (and for grown-ups, too)... to help build good, healthy, red blood. Bosco adds to milk iron that is lacking in many foods. And children drink more milk with chocolate-flavored Bosco. Costs so little, too.

IRON: Relative available amounts in
SPINACH —
RAISINS —
BOSCO —



Buy Bosco today from your milkman or grocer. If he does not handle Bosco, mail us his name and address. We'll see he is supplied. Bosco Co., 180 Madison Avenue, N. Y. C.

FROM LIFE'S CORRESPONDENTS

(continued)

us. So at 3 o'clock he met Mrs. Gibson and me at the Embassy and he brought his crew along. The Virginian was the gunner, the flight lieutenant was an Englishman, the sandy-haired boy was a Canadian and they were all very young. So I said goodbye to everybody in the Embassy and this time I wondered if it really was "Goodby." The Ambassador waved and smiled his Irish smile and said go home and I said wish you were coming and he said I'm here for the duration and he looked slit-eyed and angrily at the sky and added "I am by God."

Mrs. Gibson is a lively gray-haired woman who drives like an inspired taxi-driver so we sailed out of Brussels and took the road for Ghent which our rumor-bringing friends said was clear. As we went through the gray avenues of Brussels life looked normal enough. Bustling streets and crowded trams, but the people were very sad and very mad. Soon we passed through a town which had been bombed the night before. The heart of the town had been gutted, the streets on the outskirts were covered with a wanton mosaic of blue glass. A very few old people stood in the doorways and watched with blank faces as we streamed past. Most of the others had gone to join the great tragic army of refugees that Hitler has swelled every day for seven years—gone with little bundles on their tired backs down the long hard road. The American said with his slow Southern drawl, "well I guess my brother's happy today." "Happy," I said, "why?" "Why," he said, "because he's in the Maginot Line. He came to France with me in September—he came with \$15 and a bottle of corn and now he'll get the chance he's waited for all his life—to fight as much as he likes without getting thrown in the can." The quiet English boy was happy too for a different reason, he'd married a pretty girl the day war was declared and now he was going to see her again and he said, "I wish you knew her she's rather wonderful and she takes such good care of me." The red-headed Canadian sunk his teeth into another tart and said, "wish I could go home. I used to get awfully down thinking how I will never see it again." "Oh," I said, "don't be so pessimistic." He smiled and said, "I'm sorry but gee sometimes I wish I were flying a Curtiss Hawk... A fellow's got a pretty good chance in your American planes."

After tea we took the road again for the frontier. Now giant camouflaged trucks evenly spaced came down the road and little guns mounted on tractors and goggle-eyed motorcycle corps. Then we began to pass the British troops coming up the wide glistening road. You remember how everybody said it's funny soldiers don't sing in this war. Well these soldiers were singing because they were marching into battle swinging along, the bravest and best and youngest of England singing as their fathers sang the old war songs. Down long lanes of green poplars we sped. I suddenly remembered the Chemin des Dames as it looked a month after the last war, the trees splintered and frac-

HOT DAN the MUSTARD MAN

IT'S GOT "OOMPH"
IT'S CREAMY
IT'S DIFFERENT

AT SWANK HOTELS AND
FAMOUS INNS THIS
MUSTARD YOU WILL SEE
IT'S GOT THE TANG
IT'S GOT THE ZEST
CHEFS LOVE ITS
PIQUANCY



SMOOTHER—CREAMIER
LARGEST SELLING PREPARED
MUSTARD IN U. S. A. TODAY



WHITE, NAVY, BLACK AND 12 PASTEL COLORS

Botany all wool, fully lined,
generously cut, Knox tailored.

SIZES 11 TO 44

MAIL ORDERS FILLED. POSTAGE PREPAID.
MATERIAL SAMPLES IN COLORS ON REQUEST

KNOX \$5
MIRACLE FELT HAT

in colors to match coat.. (as illustrated above)

KNOX the HATTER
452 Fifth Avenue, New York, N. Y.



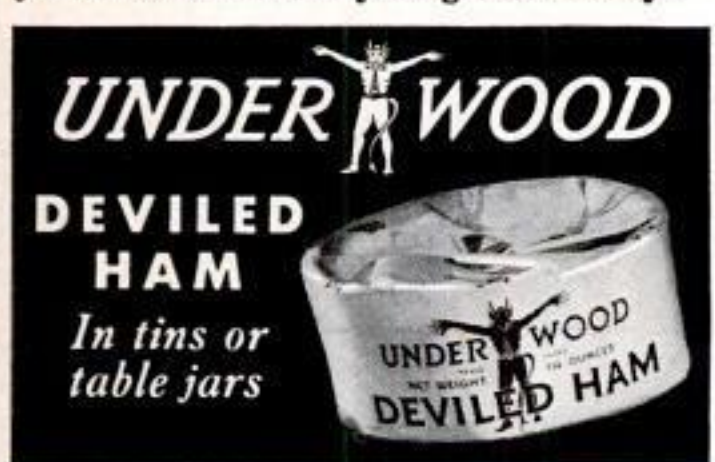
HAM Sweet, tender hams, cured and cooked by a special process, prepared and ground and temptingly flavored with rare spices from the Indies ... that's Underwood Deviled Ham!



CAN after can parades to the filler. Each gets the exact amount, fresh from the grinder, sealed fresh for you.



MAN! It's grand for parties, grand for picnics, grand for school lunches. This spicy, satisfying Deviled Ham spread, made by the famous house of Underwood is thrifty too, as your neighbors will tell you. Get some from your grocer's today.



P.S. For variety try "PÂTEFOIE", the new Underwood canapé spread. Tastes imported. Ask your grocer or send 15c for full size can.

FOR HEALTH AND COMFORT WEAR

EXPANSO®
the belt that Automatically Expands and Contracts in Action and Relaxation

Belt cut to show hidden springs

KNO the EXPANSO
the BELT with the BUCKLE that BREATHES
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FROM LIFE'S CORRESPONDENTS

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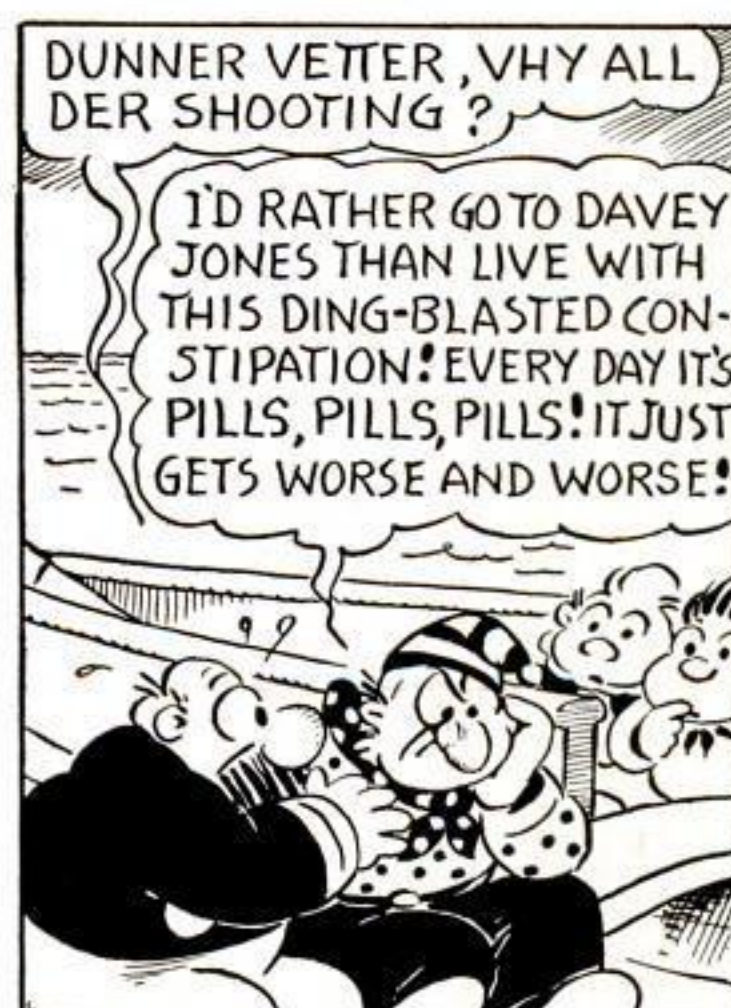
tured and beheaded by the dreadful black death, all the land around a hideous muddy dump pile. It's almost unimaginable what the war can do to the land. Disembowels it, rots it, and makes it look like a giant black man dying fearfully of leprosy. But the sun makes trees grow green again and rains cure earth of its wound. Men do not arise. I thought of what General Carton de Wiart had said ... I had met him in London a week before the Norwegian thing broke. He went there too. General de Wiart has been wounded many times. He has one arm, one eye. That pair went in the last war. He's a tough old soldier out of Kipling full of shy gallantry and honest chivalry. If you hugged him he'd blush and pop bullets. "Well," he said, "it does one thing—war—makes you see what a man is made of." I thought if only you could see it without strewing it over the ground. Later on the road we passed the monument to the men killed at Vimy Ridge that King Edward VIII dedicated. Lots of people saw what those men are made of—blood and bowels and bones. And behind us they were marching again into an inferno that will know no parallel in history—the French and English singing as they marched ... I thought how often my French and English friends had said to me what we need from America is material, we don't need men and I thought Oh they don't need men now. So on this beautiful Whitsuntide we reached the frontier and we had great trouble getting across because we had no papers for our car. Mrs. Gibson who is a patient lovely wise woman explained to the French official how we couldn't get them at the last minute saying C'est la guerre, and he said, "Yes, c'est la guerre but I will be held responsible." But she talked and talked and laughed and laughed and the French even French officials love very much to laugh so finally they let us across.

The next morning we got to Paris. Somehow getting to Paris was like coming back to a summer resort. But that was just the way it seemed because that night when we were coming back from dinner in the Bois the air-raid sirens began and then there was the savage crack of the anti-aircraft guns and the shells burst among the stars and the pale thin fingers of the searchlights threaded the sky. A policeman with a cross little whistle stopped our car, made us get out and go into a shelter in the cellar of an apartment house. "Why should they want to bomb Paris," I said, "they've got better things to do with their shells today." "Why," he said, "because the Germans are stupid that's the sort of thing they do." The cellar was full of muttering and sleeping women and children. An hour later the all clear came. We went up into the night again. What makes you so mad about an air raid is the indignity it visits on the human spirit. You must quietly submit to a human evil you cannot combat in any human way. Airmen raining death. It is so bad to believe that man can soar so high. And sink so low.

CLARE BOOTHE

THE CAPTAIN AND THE KIDS

—by Rudolph Dirks



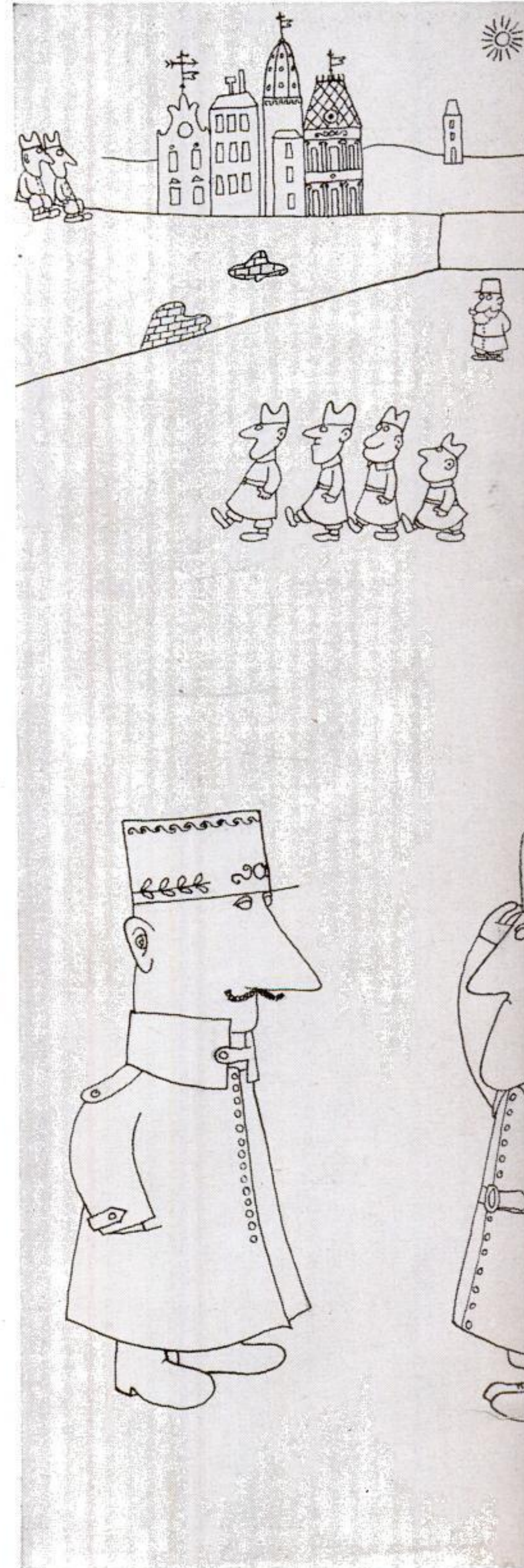
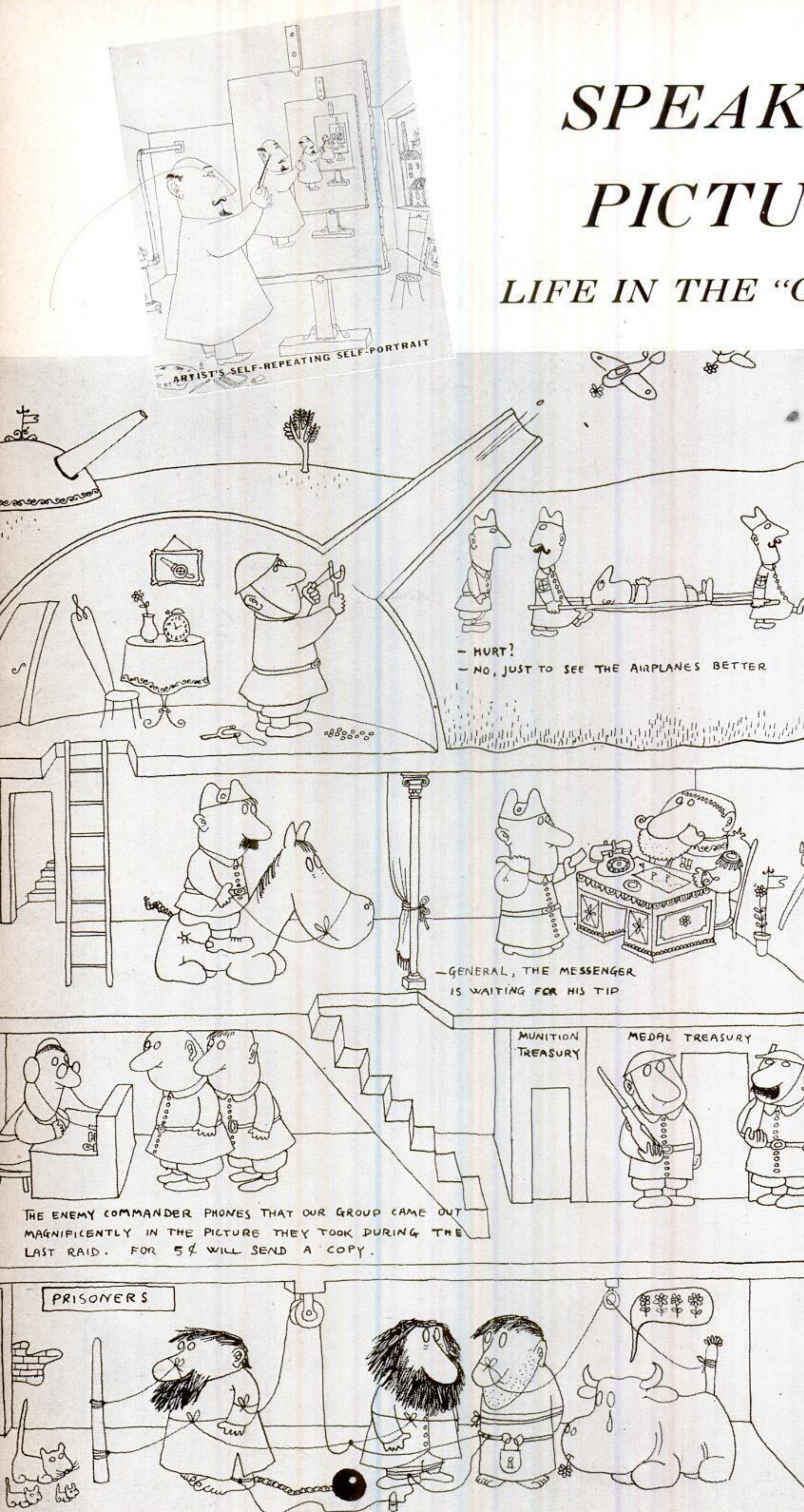
YOU DON'T have to choose between the burden of constipation and the harsh remedies so many people take to "cure" it! If your difficulty is the ordinary kind (due to lack of the right kind of "bulk" in the diet), you can avoid both the trouble and the treatment by the modern ounce of prevention—a crisp crunchy breakfast cereal, KELLOGG'S ALL-BRAN. Eat it daily and drink plenty of water. Made by Kellogg's in Battle Creek.

Copyright, 1940, by Kellogg Company

Join the "Regulars" with KELLOGG'S ALL-BRAN

SPEAKING OF PICTURES...

LIFE IN THE "GUATAVIR" LINE



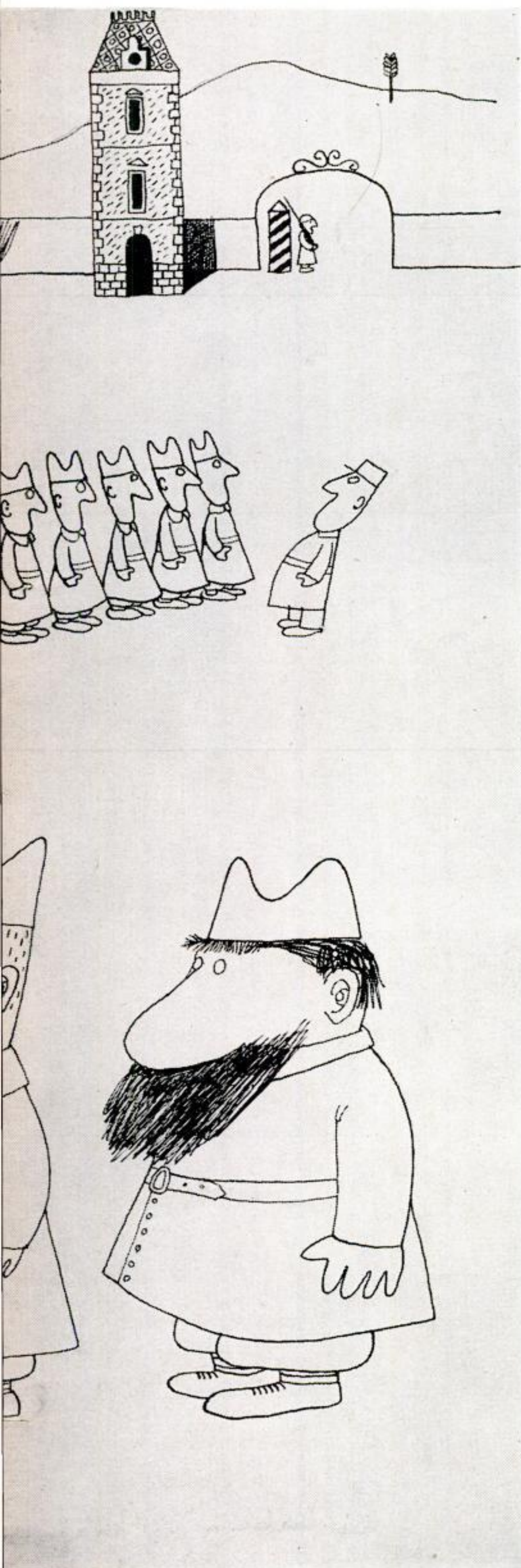
CRISIS ARISES AS SERGEANT REPORTS, "CAPTAIN! SOLDIER

The humor of this war has been relatively sophisticated and whimsical. It has also been highly imaginative. In England W. Heath Robinson (*LIFE*, Dec. 25) and in Germany Hans Kossatz (*LIFE*, April 8) have concentrated on concocting incredible inventions to outfox the enemy. Now from Milan comes the equally imaginative but more precocious wit of Saul Steinberg, a young Rumanian, whose funny bone has been tickled by the paradoxes of life in Europe's vast "defensive lines." Shown here are his pen-and-ink sketches of life in the "Guatavir" line, which bears a sneaking resemblance to the Maginot Line.

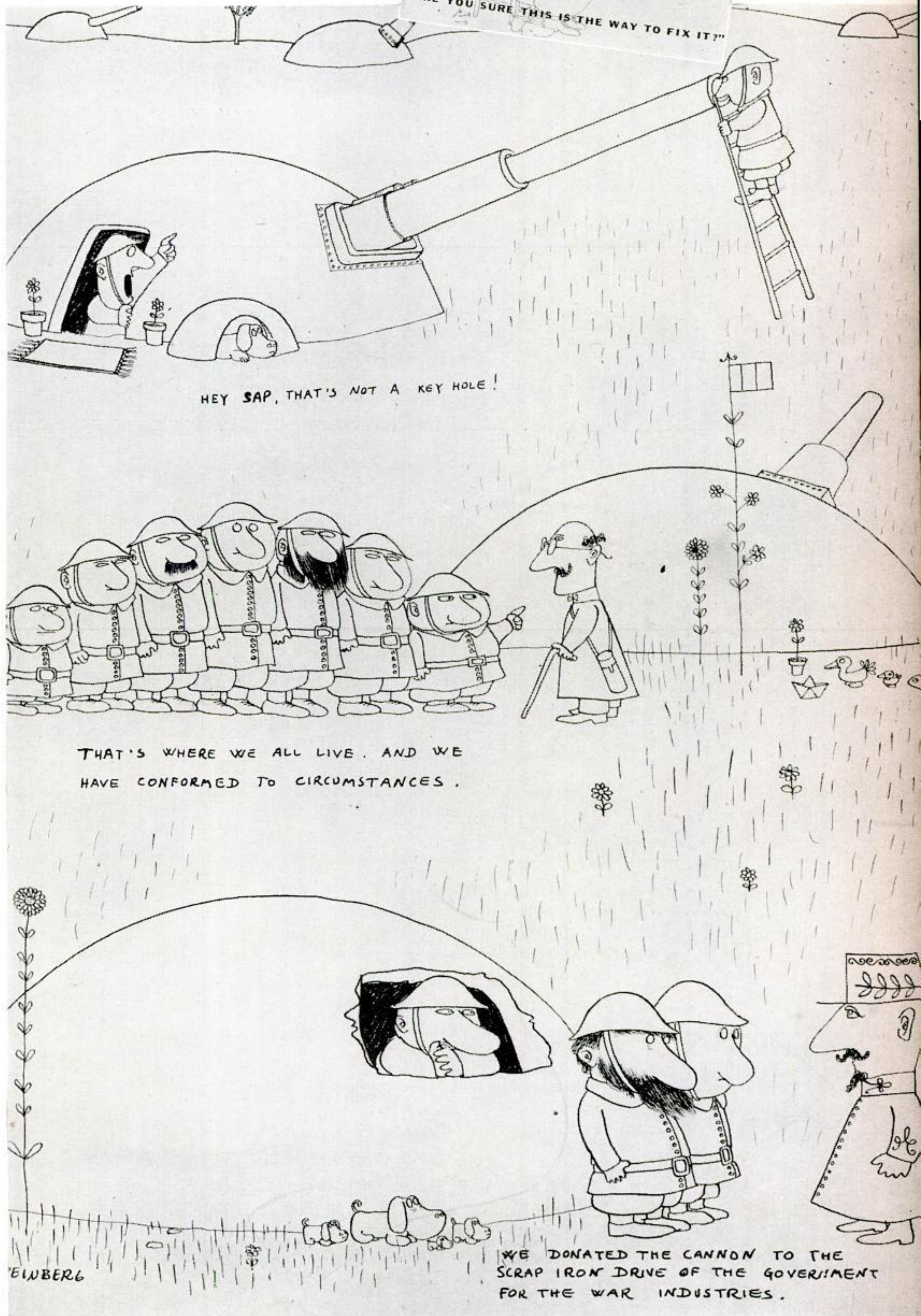
In war or peace all people in Steinberg's view are

children. The chief difference between good people and bad people is that most of the good people wear beards and mustaches. But the behavior of all people becomes ludicrous when with their childlike rationality they come up against the irrationalities of war. Typical is the plight of the gun crew (below, right) which donated its only gun to the government to help in the drive for scrap iron for the war industries.

A serious artist, who contributes to humorous magazines in Italy and France and some of whose sketches have appeared in *Harper's Bazaar*, Steinberg, like many a wit before him, never laughs, rarely smiles.



DURAND WANTS A MEDAL. IT'S HIS BIRTHDAY"



GUN CREW IN MIDDLE OF THIS SKETCH HAS ADJUSTED ITS HEIGHT TO FIT BENEATH CURVED ROOF OF GUN TURRET



"LILY MAY, what this country needs is more holidays"
 "But I don't like heavy traffic, Jimmy. It makes me nervous"
 "Calm yourself, Lily May. That car runs on tires that make every driving day a holiday from worry."



UNITED STATES TIRES
 ARE GOOD TIRES

AND what a long holiday from worry drivers get with U.S. Royal Master tires! There's relaxation on wheels that lasts for an awful lot of miles. The blowout protection goes the whole distance in U.S. Royal Masters. Skid control eases the mind and the driving in dirty weather. Quick stops widen the margin of safety. Yes, indeed, users of U.S. Royal Masters come back for more of same when they need new tires.

U.S. ROYAL
 MASTER



© 1940 by United States Rubber Company

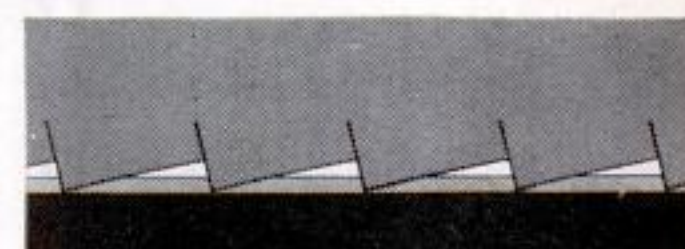
UNITED STATES RUBBER COMPANY

U. S. Tire Dealers Corporation

Rockefeller Center, New York

In Canada: Dominion Rubber Co.

1



SKID CONTROL!

Close-up of tread in action shows how Royal Master's hundreds of sharp-edged rubber tread units emerge from the tread the instant brakes are applied, grip the road, stop you quicker!

2



BLOWOUT PROTECTION!

Unique ply-on-ply construction of cords impregnated with pure latex, and cushioned, layer on layer, in live rubber, gives the rugged carcass strength that protects you from blowouts.

3



LONGER SAFE MILEAGE!

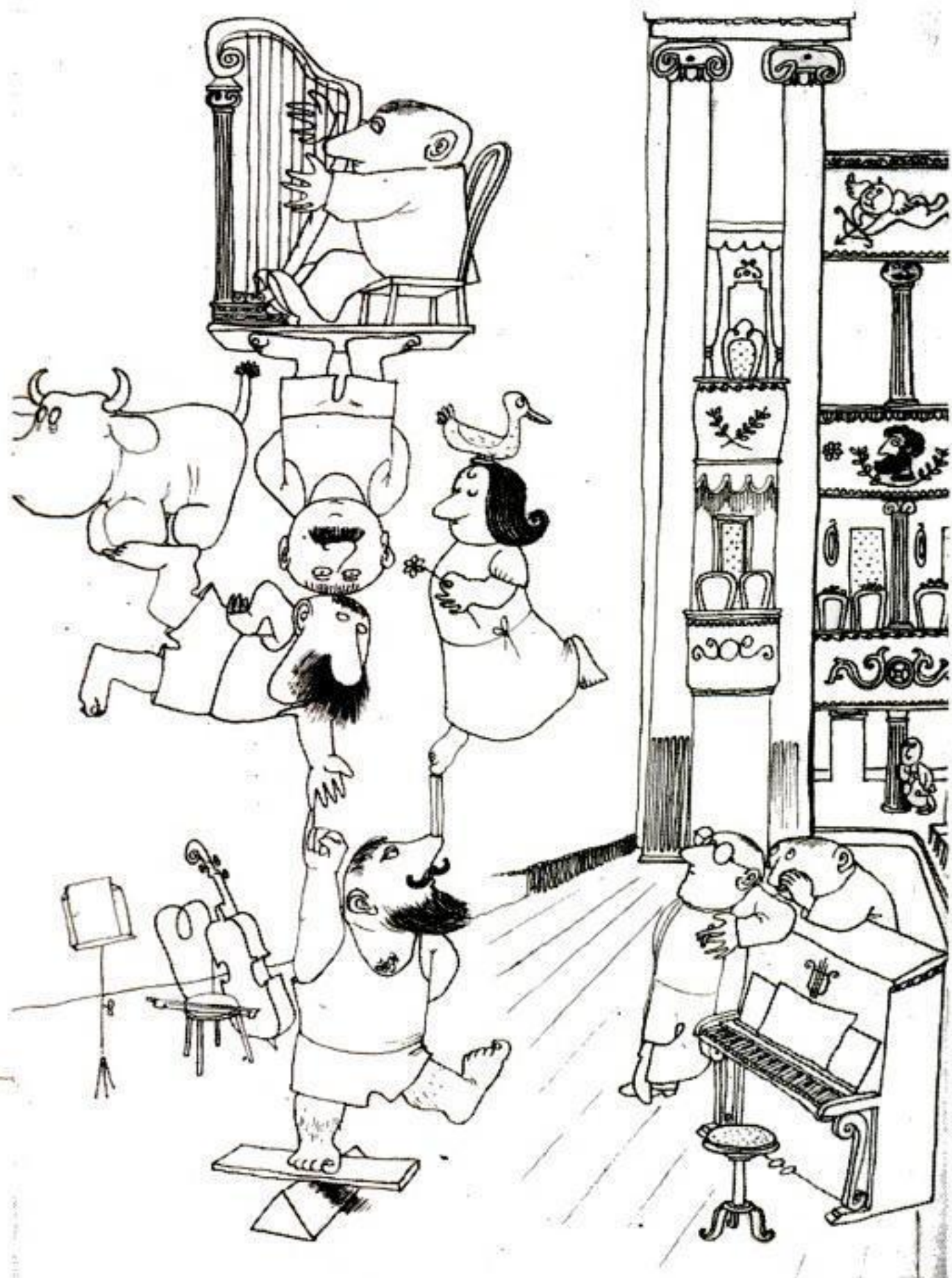
Deeper non-skid tread of Tempered Rubber insures you safe mileage throughout the life of the tire. Ask your "U.S." dealer to show you how this low cost-per-mile is accomplished.

SPEAKING OF PICTURES

(continued)



SPECTATOR: "IT'S A NEW AND MODERN TYPE OF THREE-MOTORED WITCH"



PRODUCER: "THAT'S ENOUGH, I'M INTERESTED ONLY IN THE MUSICIAN"

WHO SAYS YOU CAN'T GET AHEAD THESE DAYS!

LOOK AT ME! WHY, JUST 6 WEEKS AGO...

WHAT DID THE BOSS THINK OF YOUR BRANCH-OFFICE PLANS, FRED?

OH, I GOT THE OLD RUN-AROUND, AS USUAL, BOB! A GUY'S A SAP TO THINK HE CAN GET AHEAD THESE DAYS!

YOU'VE GOT GOOD IDEAS, FRED, BUT--WELL--YOU'RE NEVER GOING TO GET VERY FAR UNTIL YOU **WAKE UP** AND SEE YOUR DENTIST ABOUT YOUR BREATH!

MY DENTIST TOLD ME...

TESTS SHOW THAT MUCH BAD BREATH COMES FROM DECAYING FOOD PARTICLES AND STAGNANT SALIVA AROUND TEETH THAT AREN'T CLEANED PROPERLY. I RECOMMEND COLGATE DENTAL CREAM. ITS SPECIAL **PENETRATING FOAM** REMOVES THESE ODOR-BREEDING DEPOSITS. AND THAT'S WHY...

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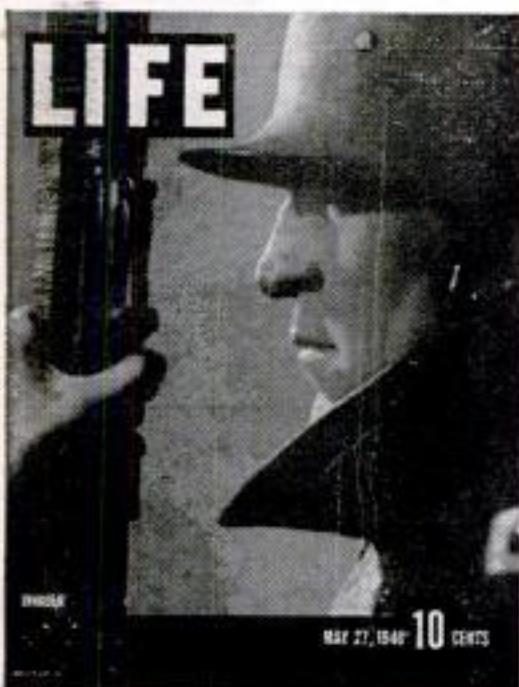
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LIFE'S COVER. More than a man is the German soldier on the cover. Whatever his pleasant and kindly relations with relatives and friends, he is now a component of a mighty instrument of war, the 1940 German Army, which is capable of changing the political and physical face of the world. To the democracies, he represents, with his handy Mauser rifle and his flat-domed steel helmet, pure disaster. For a soldier is something more and something less than a man. His will is totally subordinated to the total hitting power of an army unit.

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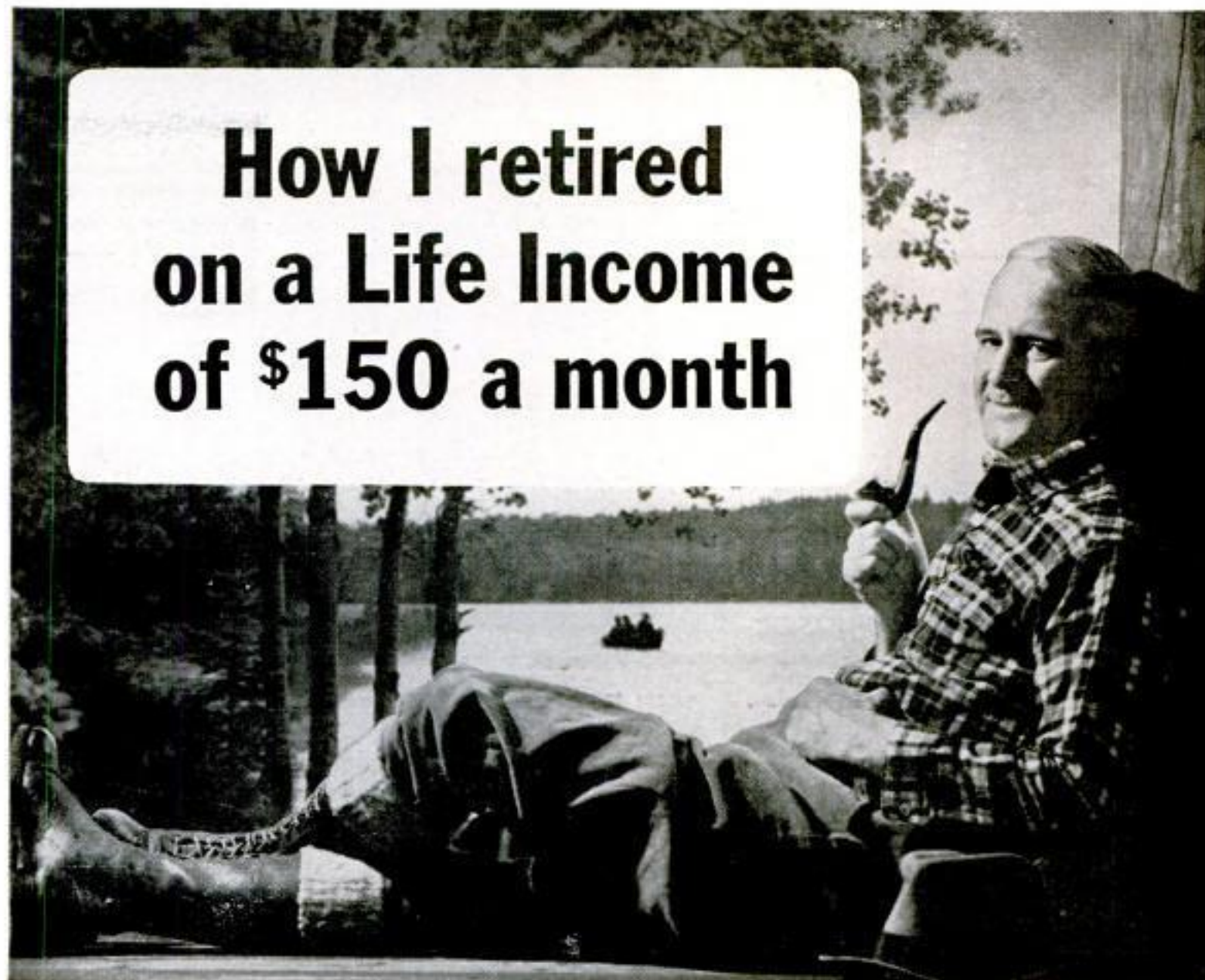
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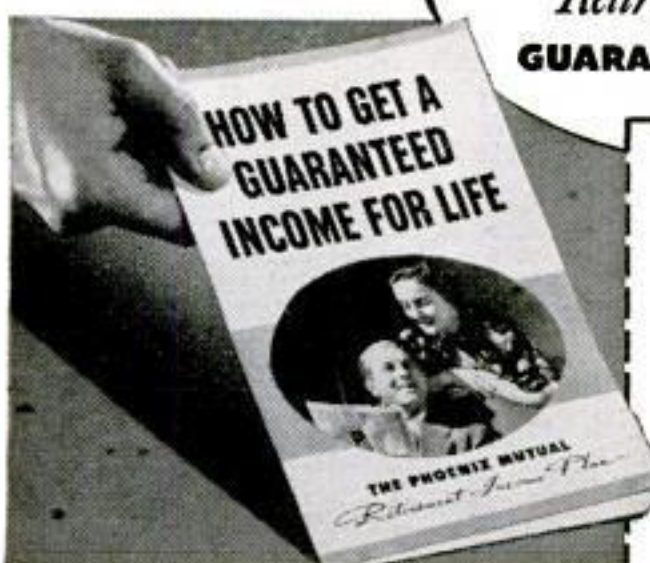


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THE GERMAN INVADER: FROM RIGHT, A GERMAN 1½-INCH ANTI-TANK GUN, 8-TON TANK, AMMUNITION SUPPLY TRUCK AND TRAILER, COMMANDEERED STAFF CAR

A NEW CONQUEROR STRIKES TERROR IN THE HEARTS OF COMPLACENT DEMOCRACIES



German dive-bomber pilots, blitzkrieg operators (see p. 37), are reviewed by their commander, General Erhard Milch.

The confident, prosperous, complacent democracies last week were confronted with the appalling possibility that perhaps their day is done. All the hopes and certainties of a freeman's world suddenly seemed like foolish dreams. Everything that had once seemed true and eternal was in a moment possibly false. What had happened before many times in the history of this unhappy planet was happening again. A conqueror had appeared with a new and effective way of waging war.

Many great and proud civilizations vanished from the earth after the slashing cavalry masses of Genghis Khan had passed. The Swiss phalanx destroyed the chivalry of Europe. The English longbow destroyed the armored knight on horseback. Once again, the civilization of peaceable men was challenged by a great new weapon, the German blitzkrieg, combination of armored columns and bombing planes.

The blitzkrieg is the biggest political fact that has hit the world within the memory of living men. To the commanders and men of the French Army it appeared like the Apocalypse, like the end of the world. It called out the last furies of Frenchmen. Generalissimo Gamelin's general order May 17 read:

"The fate of our country and that of our Allies and the destiny of the world depend on the battle now being fought. . . . Every unit that is unable to advance must accept death rather than abandon that part of the national territory entrusted to it. As always in the critical hours of our history the watchword is 'Conquer or die.' We must conquer."

But day after day passed and France had not stopped the blitzkrieg as it rolled on—past Liège, Namur, Sedan, Louvain, Malines, Brussels—knifed through the Maginot Line again and again, demoral-

ized the French rear areas and smashed the Allied armies. Its victories amazed even the Germans.

The old world was visibly on the run. The World Court fled The Hague for London. The League of Nations was moving from Geneva to Portugal. The German advance had overwhelmed the Kaiser at Doorn, sent flying into France Archduke Otto, pretender to the Austro-Hungarian throne, and the Count of Paris, pretender to the throne of France. Hordes of Belgian refugees, among whom filtered Gestapo agents, poured into Paris while Parisians poured westward out of Paris. The hatred of the Germans roused even Belgian double-pneumonia patients to crawl onto trains. All the Belgian men from 16 to 45 promptly got into uniform and started back to fight. Belgian railwaymen brought their trains to Paris and handed them over to the French. The Belgian Government moved to Ostend, the Dutch to England. In nine days Germany had conquered the second and third biggest ports in Europe—Rotterdam and Antwerp.

Confronted with these facts, the best the 21 republics of the Western Hemisphere could do was to send a "protest" to Germany. But the time for protests and appeals had passed. The issue rested on the Allied armies in the field. Behind the headlines telling of Armageddon lay a new weapon which works as well for one army as another. It is based on the German Army's discovery that the flanks of an invading force, always considered its weak point, are less vulnerable than the enemy's rear areas. Hence, instead of worrying about its flanks, the German blitzkrieg roars through its openings, fanning out in the enemy's rear. It can be stopped somehow—but just how the Allies were dangerously slow in discovering.

YOUTHFUL BRITISH ARMY ROLLS INTO BELGIUM AMID CHEERS AND FLOWERS FROM



British motorcyclists received a bouquet of flowers at a frontier village from a grateful Belgian housewife. Less than 150,000 British troops went into Belgium to act as a "holding force."



Belgians cheered as a light French tank rumbled past on way to front. Of seven roads linking Belgium and France, three were reserved exclusively for military use by Allies.



Firemen fought furiously to check the numerous fires caused by incendiary German bombs falling in the heart of Brussels. On the first day of the invasion Brussels had five air raids. The capital capitulated on the eighth day. Kaiser's powerful army needed 17 days to take it.



A lonely British machine-gun nest, sheltered only by sandbags snatched hurriedly from nearby buildings, fights in streets of Louvain not far from a building that was demolished by German 550-lb. bombs. Louvain fell to Germans on sixth day of the invasion, Antwerp on eighth day.



At Nancy, French air base, fuel depot and railroad center for the northern Maginot Line and part of the Little Maginot Line, Germans unleashed continuous bombing raids the night before the invasion began to disrupt communications to areas where the Nazis soon attacked.

THANKFUL BELGIANS, ONLY TO BE DRIVEN BACK BY GERMAN BOMBS AND BULLETS



Greetings were joyfully exchanged between Belgian civilians and British Tommies riding in a tractor with an anti-tank gun in tow. Note the machine gun in the rear of tractor.



Great bunches of lilacs were handed this British motorcycle crew by adoring Belgians. These men are regulars in British Army. Few Territorials (like our National Guard) were sent forward.



Here soldiers and workers try to clear up the rubble of a crumbled home. The Germans have been using 5,260 planes with their troops at the front, leaving them several thousands more to bomb areas behind the lines, terrorize civilians, clean up Norway and still protect Germany.

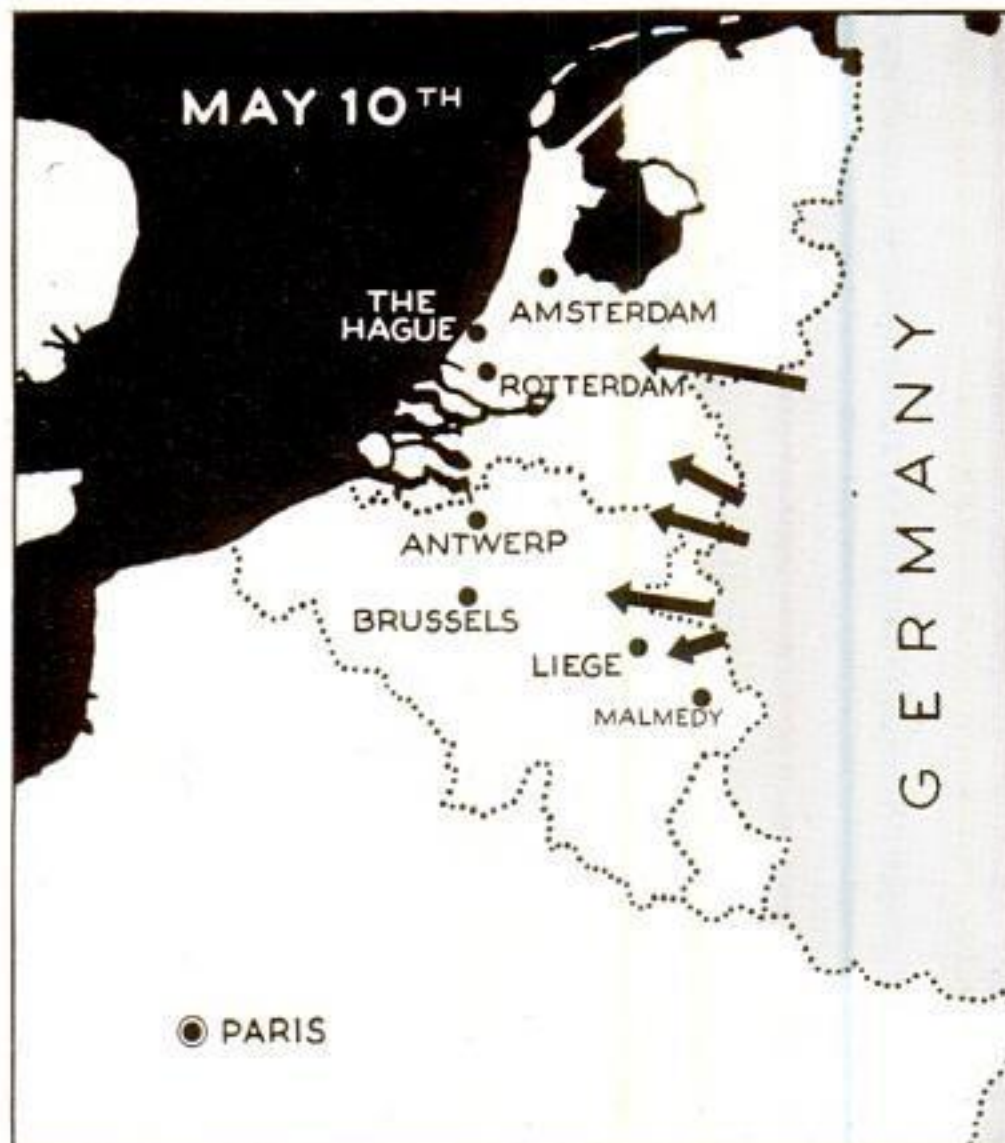


First American casualty in France since the war began was Lawrence Jump of Nantucket, Mass., machine-gunned while driving this ambulance which was part of the General John J. Pershing Section of American Volunteer Ambulance Corps. Note U. S. flags, men pointing to bullet holes.

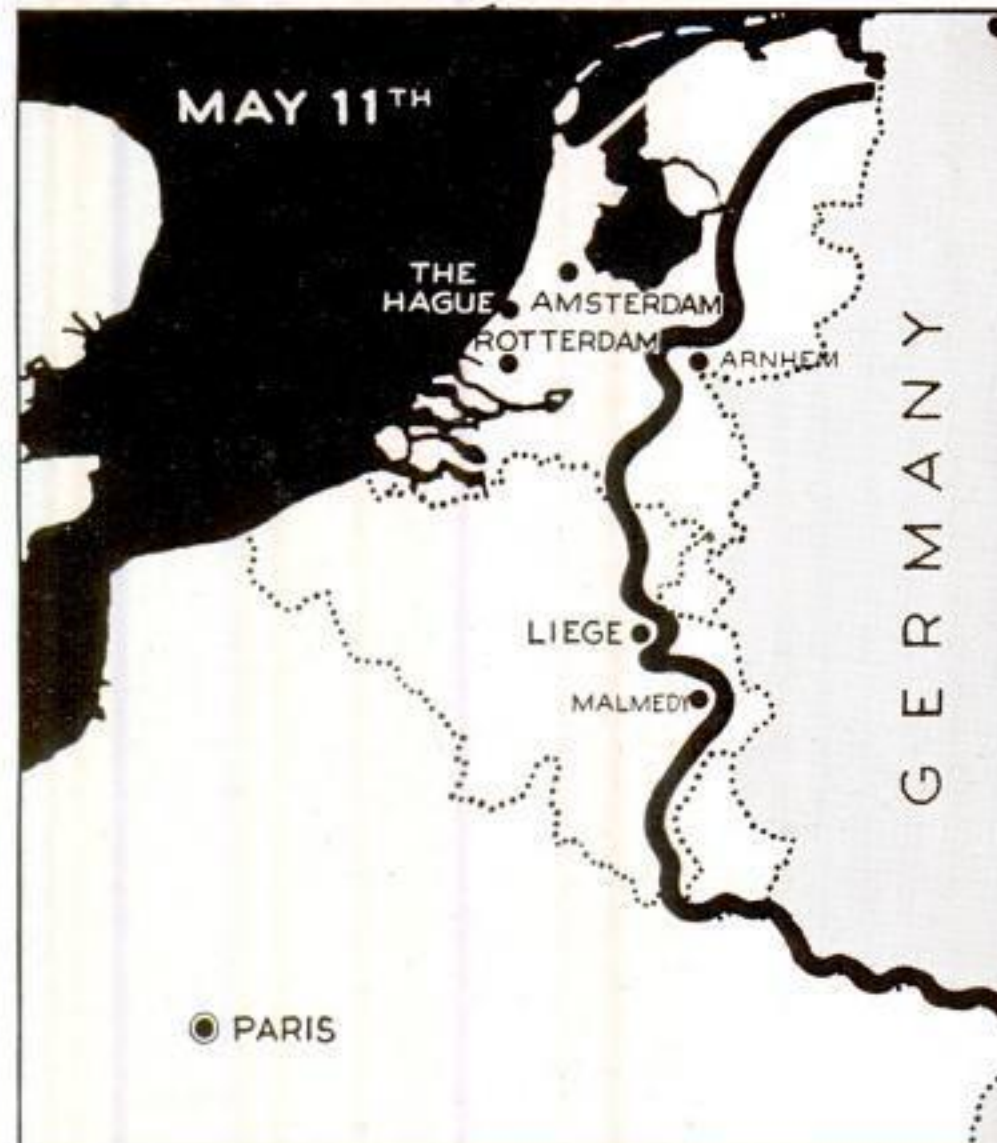


Germany's innocent victims include this French mother and her baby son, killed in flight in northern France. The Germans soon discovered that the strafing was best not along roads where civilians could hide in ditches but at bridges and along river banks which offered little protection.

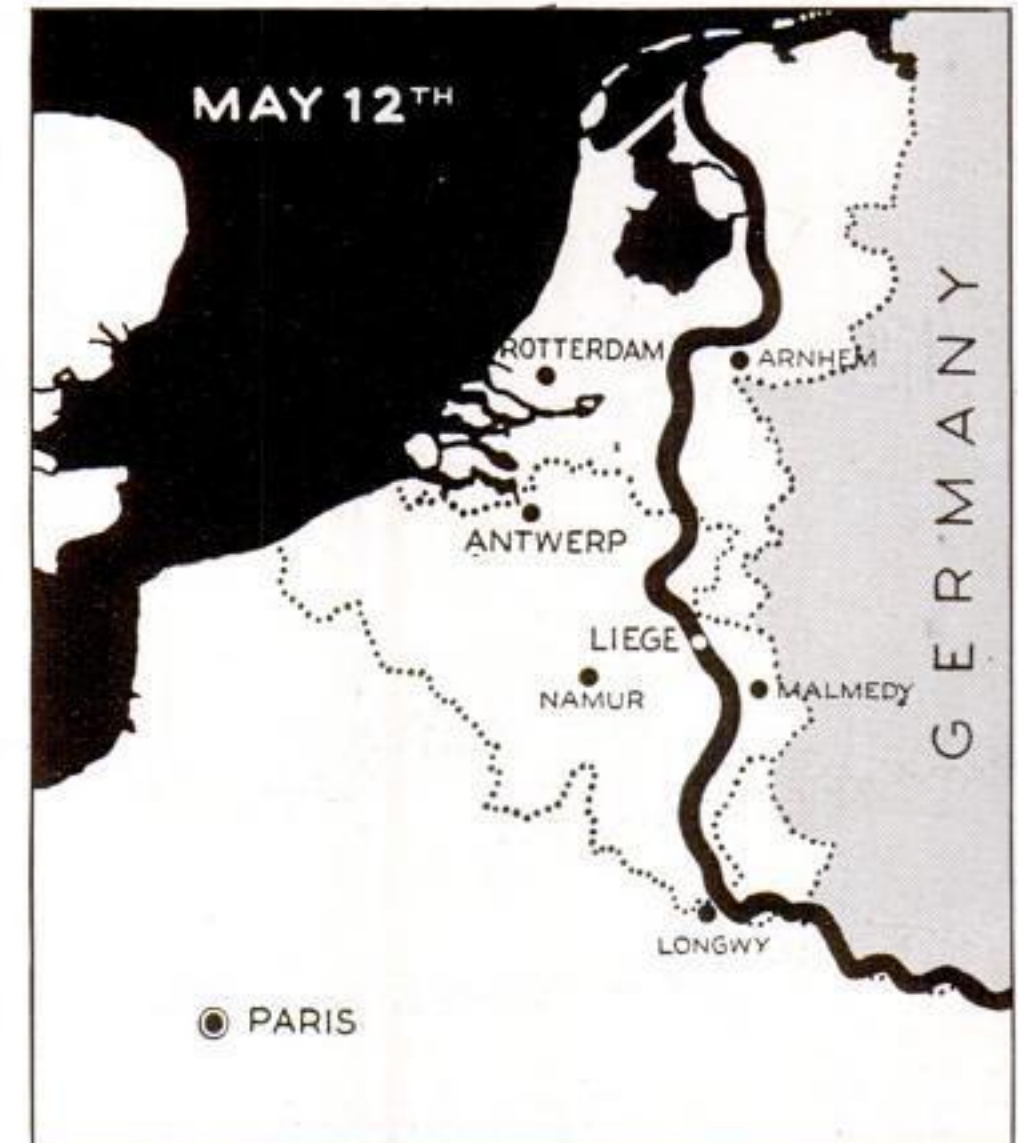
NINE DAYS THAT SHOOK THE WORLD TRACE GERMAN WAVE SWEEPING WESTWARD



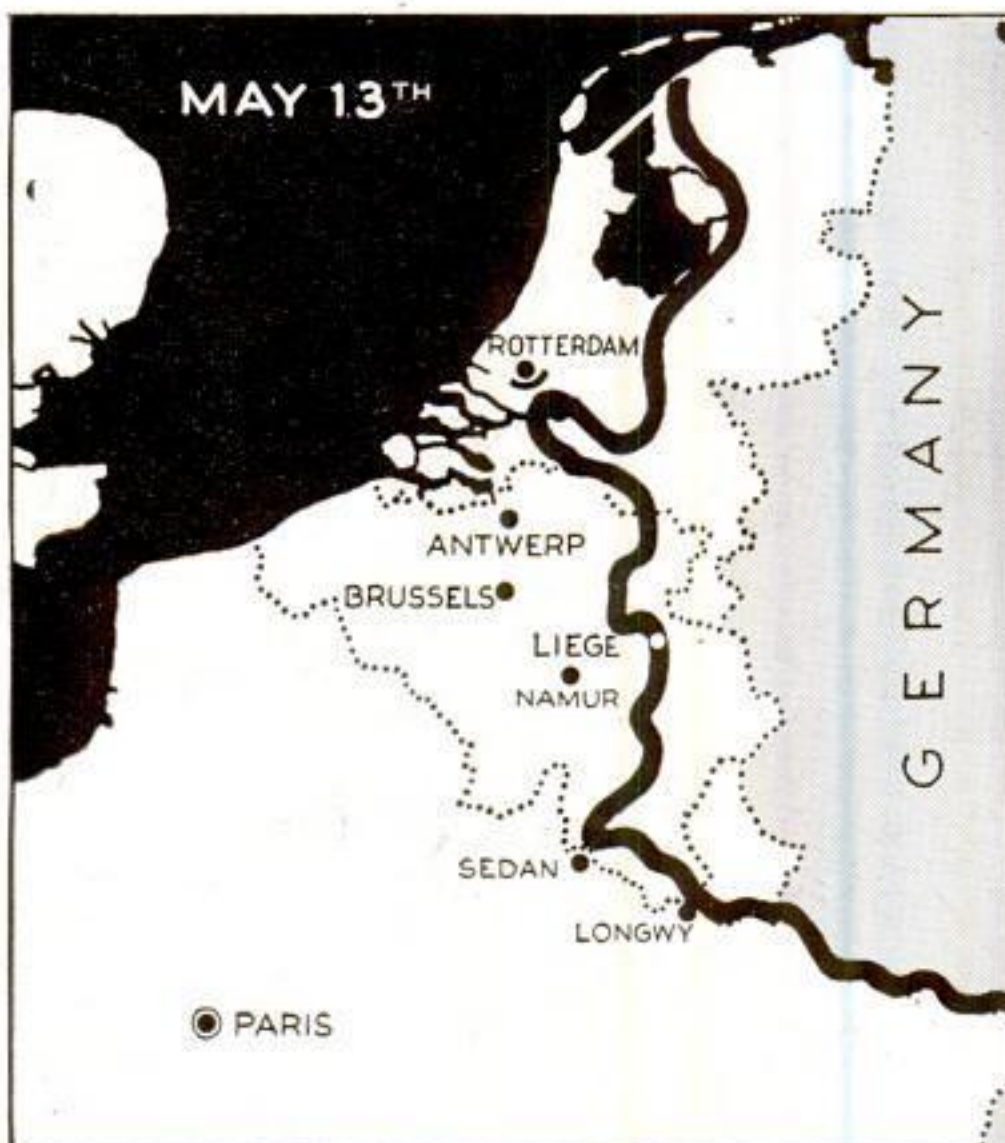
Curtain-raiser is launched by German Army against borders of Low Countries. Main drive seems toward Rotterdam, with flank-guard attack across Dutch panhandle toward Albert Canal.



Luxembourg is swallowed by second day. One of Liège's great circle of forts, Eben Emael, is taken and the Albert Canal line is broken. The small Dutch Army is decimated by tank thrusts.



Northern Netherlands is overrun, having no defenses, while the Germans ominously sift into the "impenetrable" Ardennes forest area west of Malmédy in east Belgium, lightly held.



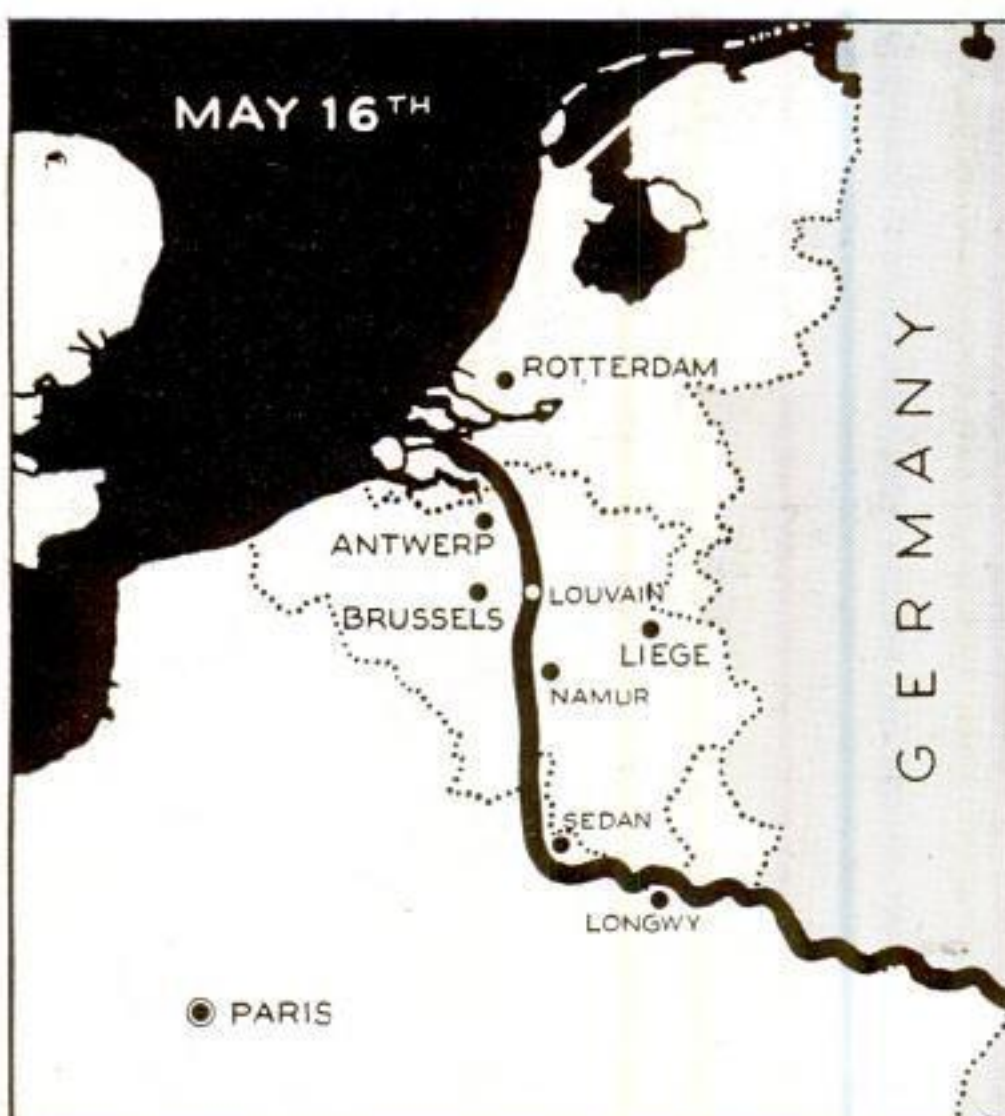
Lightning break-through to Rotterdam paralyzes the Dutch. The unbelievable overrunning of the Ardennes forest is all but complete and later King Léopold appeals to Liège to hold.



All Netherlands except island area of Zeeland surrenders. Everything in Belgium caves in at once. Main French armies stay behind Maginot Line, sending holding forces to help Belgians.



Desperate counterattacks by British and French win, lose, win and lose Louvain. Really ominous was the German development of break through Little Maginot Line at Sedan.



French Second Army counterattacks to patch hole in Little Maginot Line at Sedan, is violently thrown back, German Panzer divisions widen hole. British holding forces cover Brussels.



French First Army is thrown back west of Sedan, farther widening the gap in the lines, while French reserves are rushed up. The Dyle River line and Brussels defenses fall before Germans.



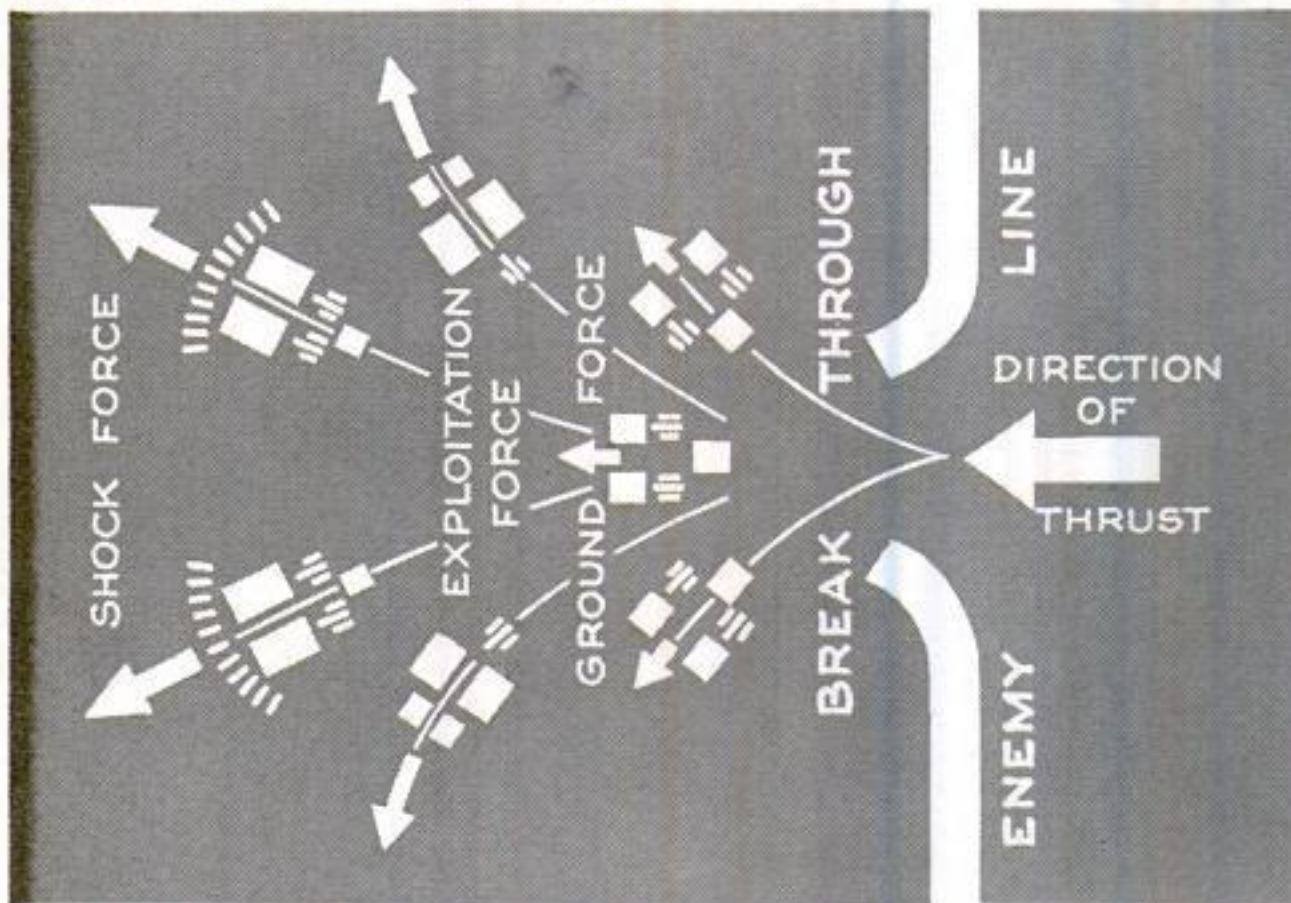
Last of Netherlands and Antwerp are overrun by Germans. Sixty-eight German divisions, 480 air squadrons try to separate France from the Maginot Line near 1918 field of Somme.



This soldier's farewell was one of the hundreds of thousands enacted at Paris railway stations. Scarcely three hours from the Gare du Nord he will face the hot flash of

battle. This is the scene sacred to war novelists writing during and after any war. This fair-haired Frenchman in the French Army fatigue cap wears regulation belt, not suspend-

ers. Notice wedding ring. No civilians were traveling out of Paris in direction he was going. The mobs that filled the stations of France were all heading west and south.



Secret of blitzkrieg is the rapid, reckless fanning-out of the mechanized units that break through the enemy's line. It derives from the German tactics of 1918.

HITLER'S GREAT NEW WEAPON

What hit western Europe last week is shown on these pages. It is mechanized warfare, carried to its highest polish of detailed, pre-arranged perfection by the German Army. The basic idea of this warfare is simple, but it violates flatly the ancient notion that a striking force must protect its flanks. Its tactic is to pour its mechanized units through any hole in the enemy's lines, raging on in a great fanwise movement, striking at his reinforcements, bases, railways, roads, ammunition dumps. While the enemy slaps at their flanks, they knife at his heart. If the enemy wastefully surrounds the break-through, they knife through that and fade on into the rear.

First in a German break-through comes the *Panzer* or armored division. Its scouts are fast, light armored cars making up to 70 m.p.h., motorcyclists, horse cavalry and low-hung reconnaissance cars. At the same time, overhead and ahead, planes find, photograph, bomb and strafe enemy concentrations, batteries, tank columns. The first follow-up are heavy armored cars and six-ton tanks. Then come the big regiments of tanks, 250 apiece, on a narrow front—6-ton, 10-ton, and 30-ton firing three-inch guns. (Against these the French last week threw in their famous 75's for point-blank attack.) With these come the wireless men, anti-tank, field artillery, the engineers with prefabricated bridges ready to set up. Close behind the tanks are repair crews that salvage a tank in the midst of an action, hiding it with a smoke screen, hauling it off and repairing it instant. The *Panzer* division is the primary shock force.

Behind it comes the *Schnell* (fast or exploitation division). It has nearly everything the heavy division has, plus trucks some carrying 30 men apiece. After that come the infantry divisions of 15,000 men, making 40 miles a day on foot. Up through the advance roar gas tank cars, heavily protected by tanks and guns.

The best way to stop a blitzkrieg is to launch another blitzkrieg at its rear. But the French have only three mechanized divisions against Germany's twelve. The next best is to meet the tanks with tanks and guns, as shown at right. Here a German *Panzer* division in the foreground is meeting, beyond the blazing village, several French tank regiments. At right is an anti-aircraft gun; left, a 6-in. gun; left of village, German 4-in. howitzers. Among the tanks are some motorcyclists and men on foot. The sky is one vast melee of bombers and fighters.



French tanks, roaring up with motorcycle machine-gunners, are bombed by German planes which operate as an advance artillery, as well as a scouting force.





TED KAUTZKE

IF AN ALLIED DEFEAT, WHAT?

SOME SPECULATIONS ON THE FUTURE MOVES OF A GERMANY FLUSHED WITH A BLITZKRIEG VICTORY

by MAJOR GEORGE FIELDING ELIOT

Today there is evident a tendency to allow historic events on the Western Front to overshadow the larger realities of this war. Herewith follows an attempt to get the long-range issues and objectives back into realistic perspective:

GERMAN OBJECTIVES

Every war, as Clausewitz said long ago, has a political objective. The military objectives assigned to commanders in the field are but means to the attainment of those political ends. The historic and fundamental German objective is in the east of Europe, not in the west. There are the raw materials that Germany needs so desperately. The leaders of modern Germany seek the erection of a strong self-sufficient, continental state in Europe itself and in the adjacent territories of the Near East, which can maintain itself and fight regardless of its loss of sea communications. Hence any war Germany fights in the West is primarily for the purpose of freeing its hands—providing, as Hitler says, a “rear cover”—for the continuation of its eastward march.

But last week, by a series of catastrophic blows, Hitler's armies burst upon the West. With British official communiques stating that situations deteriorated so rapidly that it was impossible to report events with accuracy and the French groping for explanations of “melees” and “confusions,” the Nazis in nine days placed the Allied armies in a more precarious position than they were in even in March of 1918. Their incredible military force stunned the world and threatened to dominate all Europe.

MAXIMUM AND MINIMUM OBJECTIVES

It is quite apparent, as Walter Lippmann has pointed out, that in most of his ventures Hitler has what may be called maximum and minimum objectives. The latter he makes reasonably sure of getting. The former he may attain with boldness and good luck. In the larger sense his minimum objective is his self-sufficient state in Europe. His maximum may well be world domination for Germany. In his assault on the Low Countries his minimum objective was to obtain better bases for an air and submarine attack on Great Britain. His maximum, if the going proved good, might be the defeat of the Allied armies. If he actually gets the French Channel ports, he will in effect have intervened between the British and French and be able to interfere seriously with the flow of British troops and supplies to France. Great Britain would lie wide open to attack and Hitler will, in fact, have gone a long way toward winning the war.

VICTORY OVER BRITAIN

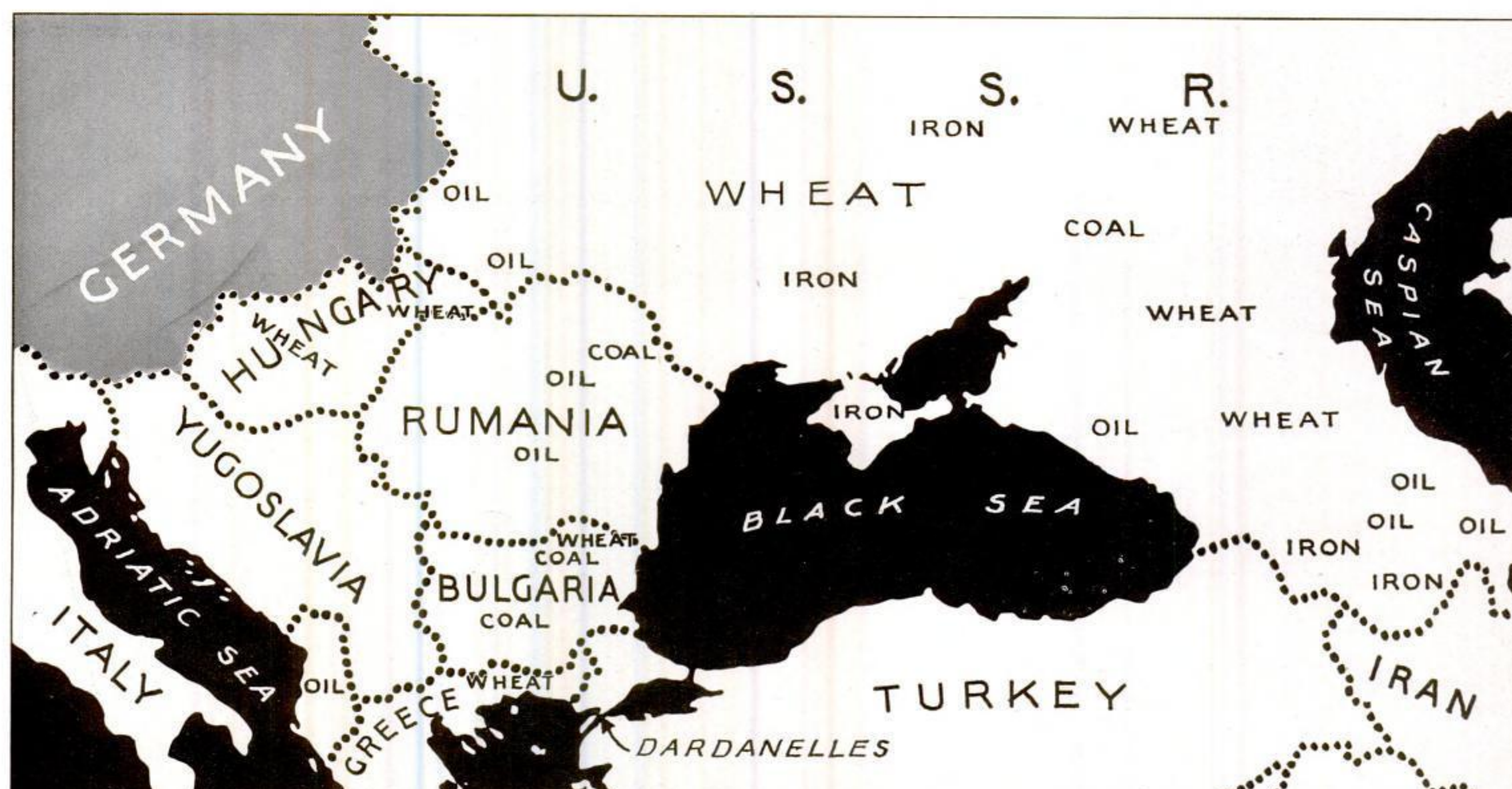
A victory thus obtained over Great Britain would by no means be a conquest of the British Empire, though it might, through economic breakdown, cause its disintegration. But it would not mean the immediate advance of German troops into many parts of the British Empire—Canada, Australia, New Zealand and the British West Indies—because the Germans do not possess the seapower to force their way into these areas. It probably would not mean the surrender of the British fleet to Germany, because one cannot imagine British officers and men handing over naval vessels to the Germans at the behest



Germany's conquests began with Austria in March 1938, Czechoslovakia and Poland in 1939, all the rest this year.

of any group of frightened politicians. From Canada, Freetown and Bermuda the Royal Navy might for a long time deny the use of the Atlantic to Germany.

What such a victory would mean is that Great Britain would have to abandon its efforts to prevent Germany from dominating the continent of Europe. Germany would remain in possession of Poland, Czechoslovakia, The Netherlands, Norway, Denmark and Luxembourg. It would have a free hand to deal with Russia and the Balkans as future policy might dictate.



Germany's "natural domain" lies to the undeveloped, potentially productive east of Europe. So far the Balkans

have not developed themselves. Here to the east are the raw materials she needs to feed her people and machines.

Here are oil, minerals and wheat, and the great market for manufactured goods produced by skilled German people.

VICTORY OVER FRANCE

If France is overrun by German armies, the fate of Belgium and perhaps of Alsace-Lorraine and some parts of northern France would be sealed. If not, France might maintain in great part her territorial integrity. The Germans can hardly suppose themselves capable at present of conquering and maintaining permanent dominion over the British and French peoples. The dominion they have sought has not been in western Europe nor in distant colonies, but in eastern and southeastern Europe.

AS TO RUSSIA

A quick and complete victory for Germany, freeing its hands for an eastern advance, can under no conceivable circumstances be of advantage to Soviet Russia. A long war, in which Germany and the Allies gradually wore each other out, would doubtless be welcomed by the Kremlin. But a sudden and overwhelming German success would be just the opposite. Even if nothing more than the Balkans were in immediate German contemplation, Russia could not see a victorious Germany established at the Mouths of the Danube, much less upon the Bosphorus. Behind all the diplomacy and the maneuvering, the fundamental conflict in the Balkans is the conflict between the Teuton and the Slav. Such a conflict is irreconcilable and must some day be resolved, probably by force of arms.

AS TO ITALY

Italy likewise cannot hope for much profit from a German victory, save as a lick-up of crumbs from the Nazi table. But neither can it hope for anything from Allied success, after the nuisance-aid it has given to Hitler. The great fact that the rulers of Italy must keep in mind is their own time limit, which is much shorter than Germany's. Italy is confined in an inclosed sea, the exits and entrances of which are in the hands of its potential enemies. It cannot afford to enter the war on Germany's side except under circumstances that would make its intervention decisive, and of this its rulers must be absolutely sure.

Italy may enter this war. If it does, it will be almost a certain sign that the clever and well-informed realist, Benito Mussolini, has satisfied himself that a German victory is definitely in sight.

AS TO AMERICA

For the U. S. there are grim realities to be taken into account if Germany wins this war. If German victory comes it will come quickly, long before we can do anything to prevent it even if we were now to decide to try. A bid by Hitler for world domination is also possible. It will not come quite so quickly but its manifestations may begin soon after Germany knocks out the Allies.

The time factor here, as in all modern war and therefore in all modern international relationships, is of the first importance. It takes time to create the elements of modern armed strength. Improvised armed forces are of no value whatever in war today. The U. S. cannot, as it always has in the past, wait to arm until the enemy is at its gates. If it does it will go down. Despite its vast natural resources and its mighty industrial strength, it must still translate these into fighting power.

It must not make the incredible mistake that Britain made in the years following the last world war of throwing away—by blindness and complacency and inertia and unwillingness to take risks and bear burdens—the precious time accorded it by circumstances in which to gird its loins and sharpen its sword.

With the defeat of the Allies, Hitler will find himself the dominant power of Europe living in a world that contains only three other great powers: the Soviet Union, Japan and the U. S. Japan and the



Any European war involving the maritime democracies of England, France, Belgium, The Netherlands and Denmark

throws all their far-flung possessions (*shown in gray*) over the whole wide world into the grab-bag of power politics.

U. S. are far away. They are out of reach of German airpower and German armies, except as seapower may bring these within striking distance. If Hitler seeks to penetrate the areas in which Japan and the U. S. are dominant he can do so only by sea, and he has not yet sufficient seapower in prospect for such a venture.

If he seeks to create sufficient seapower, he is up against the old problem of divided policy and overstrained resources that has always brought to ruin those powers which, in times gone by, have sought to pursue at one and the same time a continental and maritime policy of expansion.

Should a victorious Hitler seek seapower, the U. S. as the one great remaining democracy becomes the power the Nazi's revolution must destroy.

ATTACK FROM REAR

There are various ways in which he may attempt to do this. The obvious way is direct attack. But direct attack upon an unweakened and formidable foe is not the usual Nazi practice, either in policy or war. They prefer first to disorganize the enemy's rear. The U. S. rear is in South America, where our own safety compels us to prevent the establishment of the military and political systems of any non-American power. Yet the southern part of that continent is far more European in thought and culture than it is American. Moreover it is just this part which it is most difficult for us, and easiest for Europeans, to reach. South America has been called the continent of the 20th Century. It is rich in undeveloped resources, in commercial possibilities. It is a prize to tempt any war-weakened, hungry aggressor. The U. S. has little defense against Trojan-horse activities in South America—indeed in all Latin America, not forgetting our neighbor, Mexico.

DIRECT ATTACK

Once the U. S. rear is weakened, Hitler might try to move directly against the U. S. across the north Atlantic, using Iceland and Greenland as stepping stones. But, if the Allies have by then gone down in defeat, it is to be hoped he would find the U. S. firmly entrenched with its seapower and long-range bombers in Newfoundland, with an air outpost in Greenland itself. Newfoundland could be the center of an air domination of the north Atlantic.

Or Hitler can try to advance by the route followed by the

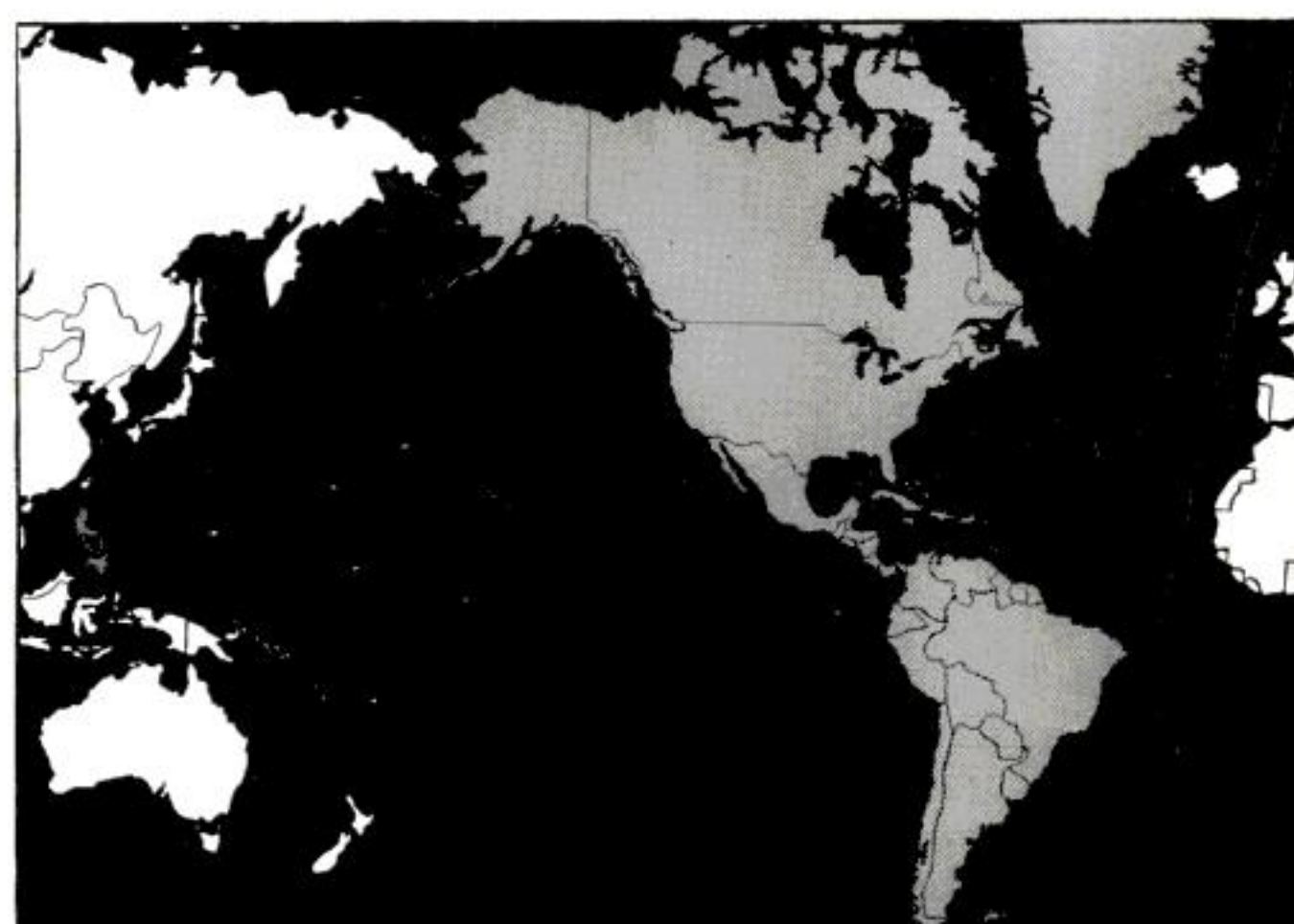
Clipper planes in winter—by the Azores and Bermuda. But, if Britain dropped out of the picture, again it is to be hoped he would find U. S. forces at Bermuda before him.

ATLANTIC vs. PACIFIC

The U. S. has two great maritime frontiers, two huge oceans in which military dominance is vital. Across the Atlantic its chief potential enemy is Germany. Across the Pacific its chief potential enemy is Japan. These two powers, both of which are now engaged in wars of conquest, have a vague sort of working agreement. Though their interests may eventually clash, both are set on the downfall of British and French power and with that done both would be interested in curbing or destroying U. S. power. America's great advantage is its geographical position between Germany and Japan. It would be extraordinarily hard, if not impossible, for them to combine against the U. S. for to do so would require one to abandon all its maritime interests in its own ocean to join the other.

We must rather expect an interplay of involvements and threats, compelling us to vigilance on two fronts, seeking to weaken us bit by bit and push us back from outpost positions and destroy our distant interests—just the sort of threat that Italy today is using to tie up Allied forces in the South while Germany assails the Allies in the North.

America must so design its forces and its national strategy as to take full advantage of its central position. It must be able always to take up a strong defensive position in one ocean while developing its full offensive power in the other. It must try always to make it too risky for an enemy even to attempt anything that might draw an American attack.



The Western Hemisphere, in a hungry world, is not alone. West Africa is closer to Brazil for war planes than is Florida; Greenland is a short hop from Canada.

LIFE ON THE NEWSFRONTS OF THE WORLD

Threat of German victory marshals all America behind President's armaments drive

The impact of the German offensive on the mind of America was as stunning, in its way, as the impact on the Allied armies. Up to last week most Americans had indulged the easy conviction that if the Allies could not win the war, Germany could not win it either. Last week the nation faced, in stark reality, the prospect of a full and quick German victory.

What if Germany does conquer all Europe this summer? There were sober Americans who felt, with Major Eliot (*see pp. 28-29*), that Germany's real ambitions are confined to central and eastern Europe and that she is fighting in western Europe only because the Allies opposed her Eastern expansion. Probably most Americans would still guess that, despite certain loose talk in *Mein Kampf*, Hitler's serious aims do not go beyond Europe and that even if they do, he will have his hands full in Europe so long as he lives. But this is guesswork and few Americans were willing any longer to stake the nation's future on a guess. Not with Dr. Ley of the German Labor Front writing in *Der Angriff*: "Hitler brought Germany to reason and thereby made us happy. He will bring Europe and the world to reason and thereby make Europe and the world happy. . . . He will be the greatest of the great."

Day by day, hour by hour, as the German divisions drove through the memorable cities of Belgium and France, following their 1914 route but on a triple-quick timetable, America's reaction deepened. The national feeling went beyond the outrage and anger that the German drive through Belgium inspired in 1914. This was the deep, chilling fear that the national existence of the U. S. might soon be threatened by a foreign power as never since the American Revolution.

The great argument of the last nine months—Isolation vs. Intervention—fell suddenly to unimportance. If the German drive continued, it would be too late for America to save the Allies. America would be left, the last great democracy on earth, to fight the war of the Western Hemisphere against a united German continent of Europe.

Fifty Thousand Planes. With a consummate sense of timing that is one element of statesmanship, President Roosevelt seized the moment of America's deepest shock to deliver his message on the defense of the nation. To help make the U. S. safe against sudden attack, the President asked for \$1,182,000,000 in new appropriations. Piled on top of the appropriations already contained in the budget, this will mean three billion dollars for defense next year. But it was another, more dramatic figure, that galvanized his hearers. "I should like," said the President, "to see this nation geared up to the ability to turn out at

least 50,000 planes a year. Yes, but I go further. I believe that this nation should plan at this time a program that will provide us with 50,000 military and naval planes."

Not since his first inaugural had Mr. Roosevelt spoken at such a dramatic moment and not since then had a speech of his been received with such enthusiasm. Fifty thousand planes is nearly Germany's estimated capacity. The statement of this bold objective crystallized all the nation's horror at Europe's catastrophe into a grim determination to make the U. S. the strongest nation in the world. "The President is right," said Herbert Hoover. Landon, Dewey and Taft all endorsed the program. Colonel Frank Knox announced, with White House approval, a program to train 10,000 civilian pilots.



KNOX

Mr. Roosevelt's nomination seemed a certainty and, with deep-dyed anti-New Dealers turning into Third-Termers overnight, his chances of re-election rose rapidly. By the time the German armies broke through the Little Maginot Line in Northern France, America as well as Europe had been through one of its most fateful weeks. Left behind was a decade of economic experimentation, for armament on this new scale means active business and wide employment. Left behind was the coddling of labor, for the U. S. cannot afford to repeat the mistake of France in allowing its plane-building program to bog down in labor disputes. Left behind was the bitter antagonism of Business and Government, for both are now united with the same objective.

Ahead lay years of gigantic effort, of heavy taxes, perhaps of a lower standard of living. This prospect Americans accepted gladly, thankful that the President had stated the end so boldly and concretely, thankful that the nation once more had a job it could get its teeth into.

Ready for Invasion. Only last week did England finally shake off the lethargy that put such a brake on her preparations for total war. Winston Churchill, stepping into the Prime Ministership at what Lloyd George correctly called "a moment of greater jeopardy than ever confronted a British Minister in all time," radiated energy and daring.

Refugees began arriving from The Netherlands, led by Queen Wilhelmina, Crown Princess Juliana, Prince Bernhard and the two royal babies. From the Queen down, these refugees told such tales of Fifth Column sabotage in The Netherlands that England moved swiftly to round up all suspected friends of the enemy. Three thousand German citizens were clapped into jail and all aliens, including Americans, were ordered to report to police daily, keep an 8 o'clock curfew.

Overnight the press dropped its smug assurance of victory and printed the spare details of Allied reverses. Jokes about parachute troops died on English lips as new War Minister Anthony Eden called into being a national volunteer army to shoot parachutists on sight. Rifles were handed out to citizens and watchers posted on the lonely moors of north England and Scotland. Sentries were ordered to shoot on sight any person who failed to answer their call. Automobile owners were instructed to disable



BERNHARD & NURSE CARRYING BABY PRINCESS their cars at night. At week's end England braced itself to face the first foreign invader since William the Conqueror.

Up Weygand. General Maxime Weygand, whose face appeared on the cover of LIFE's last issue, was called back from Syria early this week to replace General Gamelin as Allied Commander-in-Chief. With the German Army deep in French territory, the Gamelin strategy of fighting a defensive war behind fortifications had been found wanting. Weygand is not only a brilliant strategist but a soldier of quick daring. He got his cue from Winston Churchill's Sunday speech: "The armies must cast away the idea of resisting attack behind concrete lines or natural obstacles and must realize that mastery can only be regained by furious and unrelenting assault."



MUSSOLINI

Ready to Jump. Italy teetered on the brink as a nerve-racked Mussolini tried to make up his mind how the war would go. If Germany is sure to win, Il Duce is determined to get in on the kill. But if Germany is not sure to win, he will hardly dare defy the wishes of his people, his Pope and his King (*see pp. 94-102*). Roman mobsters demonstrated against England, put up anti-British posters and mauled Sir Noel Charles, the British Minister.

PICTURE OF THE WEEK

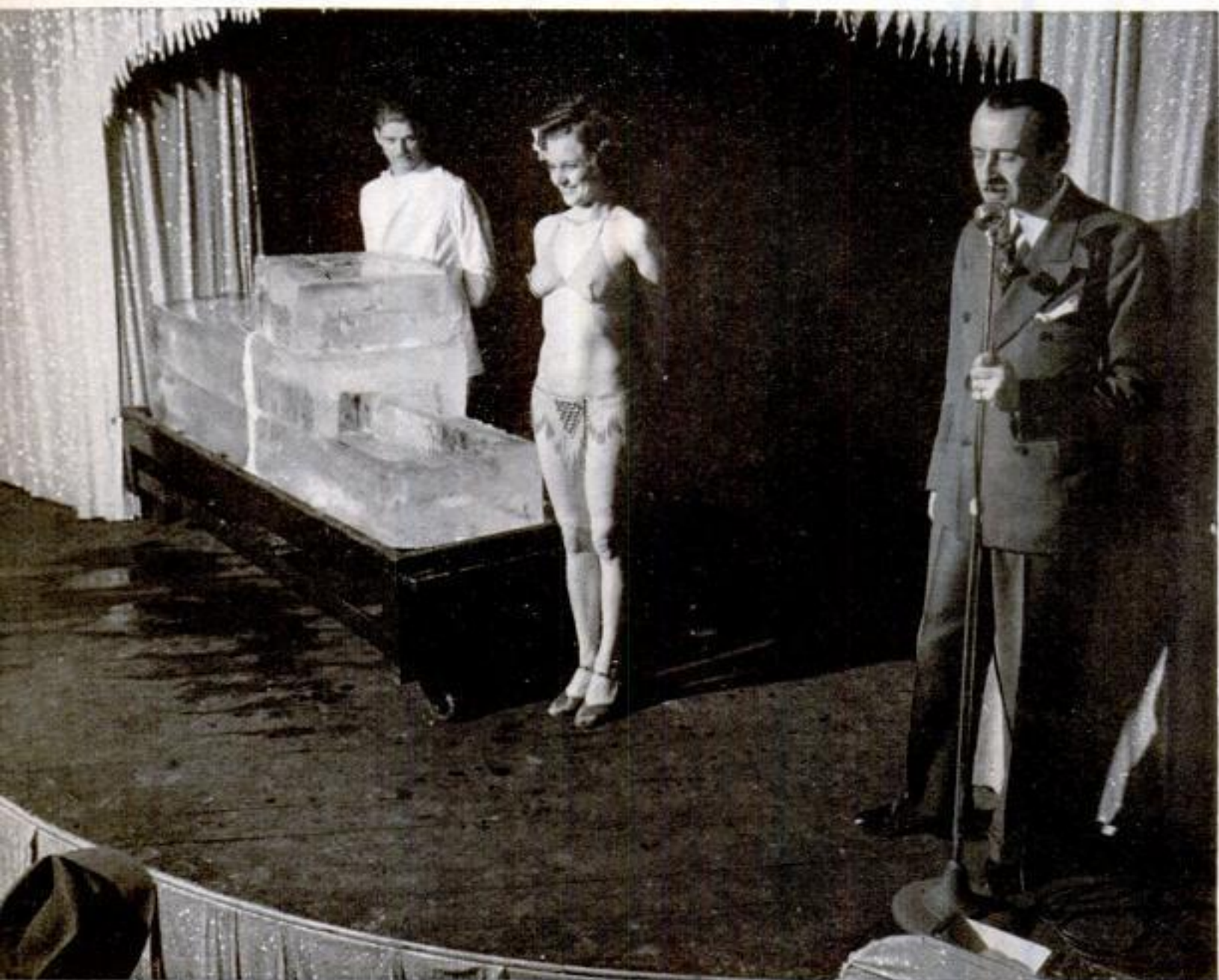
In the Deep South last week 70,000 soldiers and officers of the U. S. Army played blitzkrieg by the banks of the Sabine River. For those involved there was no slaughter, no misery, much sunshine, good food and salutary experience. Artillery units brought along their mascots, among them a raccoon and a pig named Salome. On the opposite page is Butch, a month-old puppy, pet of Battery C of the Fifth Field Artillery, First Division. He is standing beside a 155-mm. howitzer at Meridian, Miss. waiting for his master, Sergeant Ralph J. Beshears, to finish shaving. Bigger maneuvers will be held throughout the country in August, at which time 310,000 men will be under arms. This force—the greatest ever assembled in U. S. peacetime—is roughly three-quarters the size of the late Dutch Army.



ROOSEVELT DELIVERING MESSAGE TO CONGRESS



A dog of war stands guard beside his master's gun during U. S. Army maneuvers in Deep South



"Hot and Cold" is one of the Fair's less devious girl shows. Above is Annette Delmar, cold after five minutes on ice. The hot part is a veil dance before a painting of Satan.



Elsie, the Borden cow, receives guests in her new boudoir. The portrait on the wall (left) shows Elsie's Uncle Bosworth, an admiral. At right is her grandmother, Buxom Bess. Elsie is rumored to be with calf.

1940 FAIR FEATURES FUN & FOLKSY INFORMAL CHARM

No silk hats shone in the sun, no gardenias scented lapels when the World's Fair of 1940 in New York opened its 170-day run on the sunny morning of May 11. As first visitors pushed into the grounds, pretty girl greeters pinned on their coats badges reading "Hello Folks." Pitchmen and barkers yelled "Hello Folks." In the sky planes wrote "Hello Folks" in a

script of smoke. Gone with Grover Whalen was last year's legend—"The World of Tomorrow"—for now few men cared to envisage what the World of Tomorrow might hold.

The 1940 Fair is a World of Escape. The great industrial exhibits—many improved and revised—still point to a future of peacefully expanding science

"American Jubilee" is a historical pageant with a cast of 350, a 312-ft. stage. Below is a Civil War scene, showing soldiers and girls dancing in front of old Astor House.



"Twenty Thousand Legs Under the Sea" features a strip tease staged by this pretty ballerina and Oscar the Ominous Octopus. During dance she gets terribly entwined in Oscar's tenacious tentacles.





"A Thousand Times Neigh," an elaborate ballet staged by Ford in a huge new wing of the Ford exhibit, traces the development of the auto as seen through the eyes of a sensitive horse, Dobbin or Bucephalus.

and technology. The foreign section still suggests what a Hitlerless Europe might achieve. But the dominant spirit of this year's Fair is lighthearted, friendly, unpretentious, even sentimental. Many exhibitors reverse last year's leitmotiv and look back on a pleasanter past. *American Jubilee*, biggest dramatic spectacle of the Fair, revives idyllic and stir-

ring phases of this nation's growth (lower left). *Gay New Orleans*, *Barbary Coast*, *Plantation Show* are top-cut features of the amusement area which recreate regional U. S. life in mellow swingtime mood.

Most important, of course, are the girls who this year dance, sing, undress and otherwise amuse in greater multitudes and with notably more charm and

verve than they did in stuffy 1939. Concessionaires had learned well the theorem that proceeds rise in direct ratio to the visible skin area of feminine personnel. They applied this theorem and hoped crusaders would worry more about democracy and less about sex. On these pages you see a few of the brighter and more spectacular attractions of the Forty Fair.



Eastman Kodak exhibit supplies gag props for the benefit of amateur photographers. Also supplied are pretty girl models, wearing Eastman acetate rayon bathing suits.

"Gay New Orleans" reproduces the old French quarter of Louisiana's No. 1 city. Its attractions include a Creole cuisine, floor shows specializing in swing, Southern jive, and girls like Frances Smith (below).



Gypsy Rose Lee, famed striptease, stars in *Streets of Paris*, a Broadway hit moved to the Fair at reduced prices. Here she stands beside her image on the billboard outside.





A PITCH-BLACK BILLOW OF SMOKE RISES AS HIGH AS THE SURROUNDING MOUNTAINS OVER THE ALLIED BASE AT ÅNDALSNES AFTER GERMAN BOMBS HIT GAS AND OIL DEPOTS

ALLIES GOT FIRST TASTE OF DEADLY NAZI BOMBING AT NAMSOS AND ÅNDALSNES

Ancient history by last week was Norway, forgotten in a war that has engulfed nations at the rate of over one a week for the past five weeks. Yet only two weeks earlier these "ancient" ruins of Allied bases at Åndalsnes (*above*), evacuated May 2, and Namsos (*below*), evacuated May 3, were front-page news.

At Namsos low-flying German bombers, dropping 17 tons of bombs in an hour at times, reduced the little fishing port to a modern Pompeii. Gaunt chimneys, a few hollow walls, a hospital were all that remained standing. No trace was left of the three-

story Grand Hotel, hit by three bombs. Craters made by 1,100-lb. bombs were so wide that sea birds swam in the rainwater that filled them. The air was dank with the sickly stench of ashes, cordite, blood and churned-up earth.

At Åndalsnes—once a beauty spot—a column of dense black smoke rose mountain-high from Allied gasoline and oil depots hit by bombs. North at Narvik confusion still reigned. By last week for unaccountable reasons the German invaders were still holding out after six weeks against an Allied siege.

NAMSOS WAS LEVELED BY NAZI BOMBERS WHICH AT ONE TIME CAME OVER FOR 13 HOURS AT A STRETCH. IN FOREGROUND, A 1,100-LB. BOMB CRATER, 15 YD. ACROSS



"Relax...take it easy"

Coca-Cola has the charm of purity. It is prepared with the finished art that comes from a lifetime of practice. Its delicious taste never loses the freshness of appeal that first delighted you...always bringing you a cool, clean sense of complete refreshment. Thirst asks nothing more.



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Drink

Coca-Cola

TRADE MARK REG. U. S. PAT. OFF.

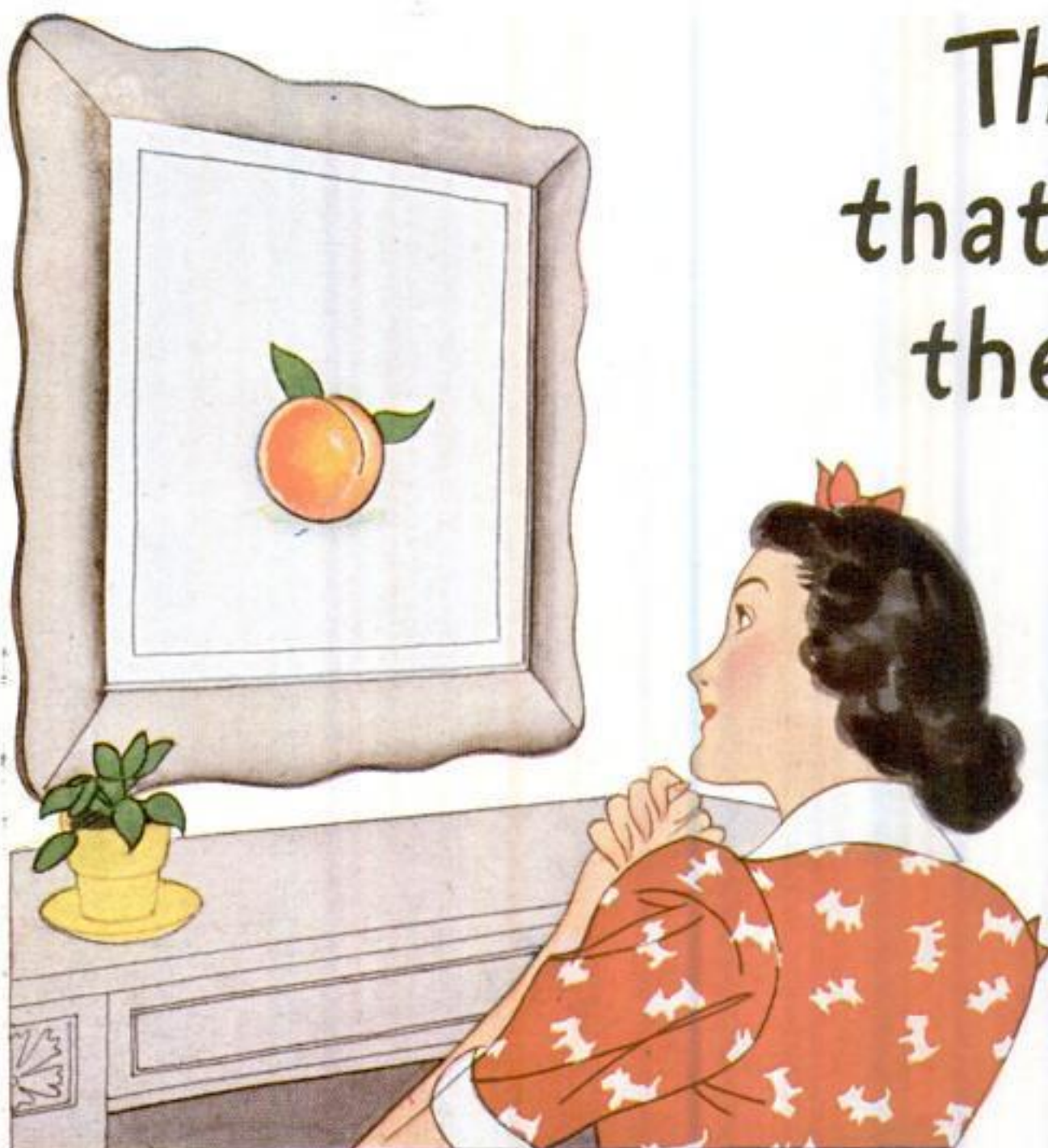
Delicious and
Refreshing

5¢

An easy way to take things easy is to take an ice-cold bottle of Coca-Cola... raise it to your lips...and enjoy *the pause that refreshes*. It's a refreshing short-cut to relaxation. And it's easy to do...anywhere. Enjoy an ice-cold Coca-Cola, now.

THE

PAUSE THAT REFRESHES



The peach that hung over the mantle!

1. I think one of the nicest things I own—is a picture of a peach. It was painted by my husband, Bill. And he did it in that impulsive way of his on the memorable day I served orchard-fresh peaches in May . . . months before the peach season opened! It was this way . . .



2. You see, Bill loves peaches as no man ever loved a peach. So this particular day I thought I'd spring a surprise and serve some of those Birds Eye Sliced Peaches the girls at the Bridge Club had been raving about.



3. Well, I must say those peaches were *peachy*! I don't care how long we live, I *know* we'll never eat a better peach. They were gorgeous. They were lovely. And so downright juicy they almost gurgled. Bill beamed. Bill wanted to know how come . . .



4. So I told him how Birds Eye picked these peaches at their plumpest peak . . . how Birds Eye sealed their flavor in by quick-freezing less than four hours after picking—bringing us the freshest-tasting peaches in winter as well as summer, *twelve months of the year instead of two.*

5. I told him how Birds Eye never insulted their peaches by picking them green, to ripen in transit. Instead, Birds Eye Peaches ripen on the tree where honest peaches should ripen, so that Nature can give them a true peach flavor.



6. Now, we aren't rich by any means. So when I told Bill how little these Birds Eye Sliced Peaches cost, he had to blink five times to believe it. P.S. We've been living on Birds Eye Foods ever since, and saving money, too. For ALL Birds Eye Foods, even the vegetables, fish, and chickens come waste-free, ready to cook. P.P.S. Bill says, "Gosh, it's a wonderful world!"



7. Where can you buy these delicious foods? . . . You may not always find a Birds Eye dealer right around the corner. For all stores do not yet have these grand foods. But it will be worth your while to look for one. Finding it can bring you the food thrill of your life. Remember, Birds Eye represents only the *top* quality in quick-frozen foods. Therefore, be *sure* you look for the Birds Eye in the window, and the Birds Eye on the package.

Here are a few of these wonderful foods:

- Selected ripe Blueberries
- Plump Bluepoint Oysters
- Peas and Carrots
- Tender Baby Lima Beans
- Red Perch Fillets
- Leg of genuine Spring Lamb
- Rhubarb—cut ready to cook
- Fowl for Fricassee or Stewing
- Garden-fresh Green or Wax Beans
- Delicious golden Corn-on-Cob

And there are more than 50 others—all cleaned, trimmed, ready to cook or serve. Get a box today! **Guaranteed.**

FARM-FRESH FOODS—IN PACKAGES

For more information, write Frosted Foods Sales Corp., 250 Park Ave., New York, N. Y.



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DIVE BOMBER

GERMANY'S MOST DESTRUCTIVE WEAPON PLUMMETS ON TARGETS

The tried and true tool that the German Army uses to bomb small concentrated objectives is shown on this page. It is the standard German dive bomber, the Junkers 87, that sank the crack British destroyer *Afridi* (right) and last week blasted Flanders rail-ways, stations, bridges, munitions depots.

The dive bomber, first developed in the U. S. and largely ignored by the British Air Force, steps up the accuracy of bombing by aiming itself at what it wants to hit. Its peculiar kinked wings carry on their underside slotted strips whose purpose is actually to slow it down in its dive, from 435 to 248 m.p.h. The slower it falls, the lower it can come before releasing its bombs. The extra speed adds nothing to the effectiveness of the bomb. Its speed on the level is only 242 m.p.h.

The Junkers 87 carries one 1,100-lb. or 550-lb. bomb under the pilot and four 110-lb. or smaller bombs in racks under the wings. Before dropping the bomb it swings it down and forward to throw it clear of the propeller. It sometimes dives directly on its target, sometimes makes a wing-over and then dives. Very strong, serviceable, easy to repair and easy to produce on an assembly line, it can have its "Jumo" 211 motor detached from its fuselage in 20 minutes by an average mechanic.

Great Britain's defense against such planes relies chiefly on the fast British fighter plane. Big anti-aircraft guns are no good because they cannot change their vertical range fast enough. And the British are short on small automatic cannon like the Bofors 2-in. anti-aircraft gun. The Germans claim the Junkers 87, with its rear gunner, can fight off fighters.

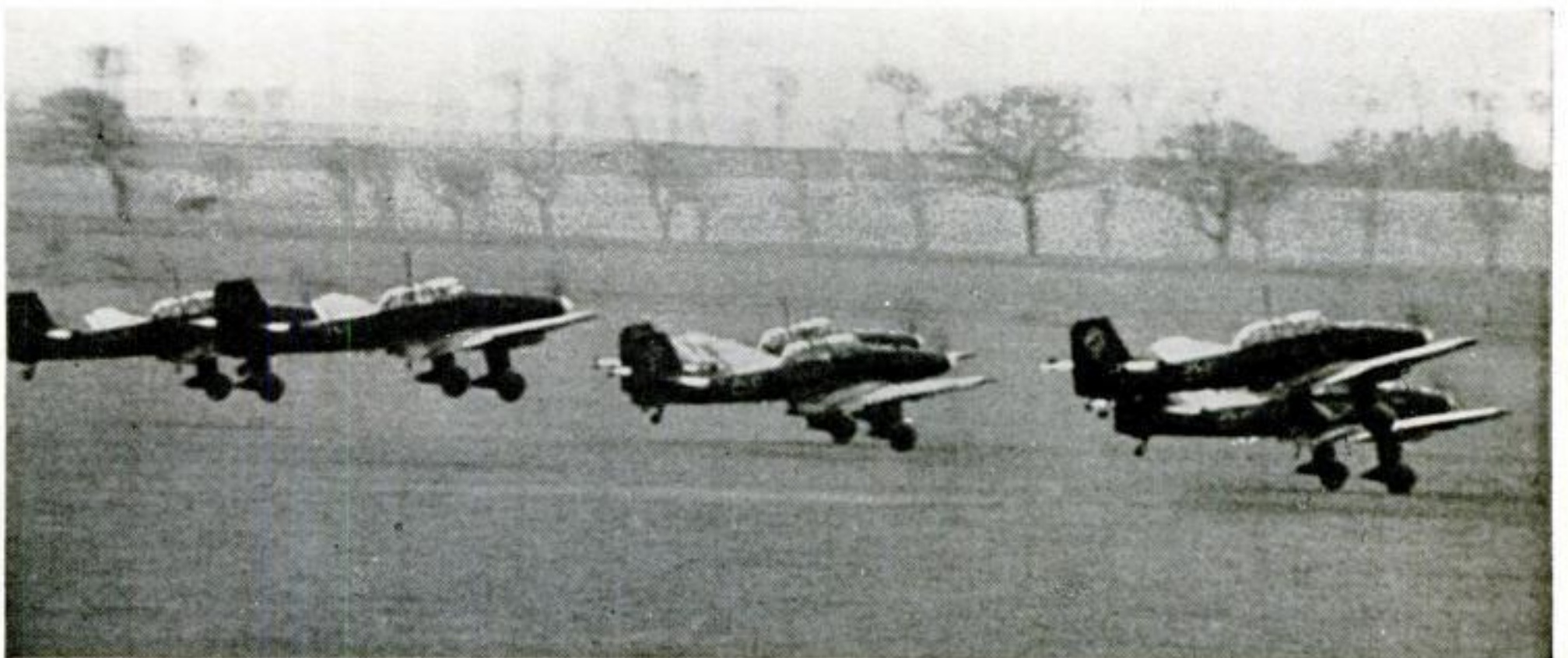


In diving, pilot leans forehead against the head-rest, sights through the aperture in front. He may faint in zooming.



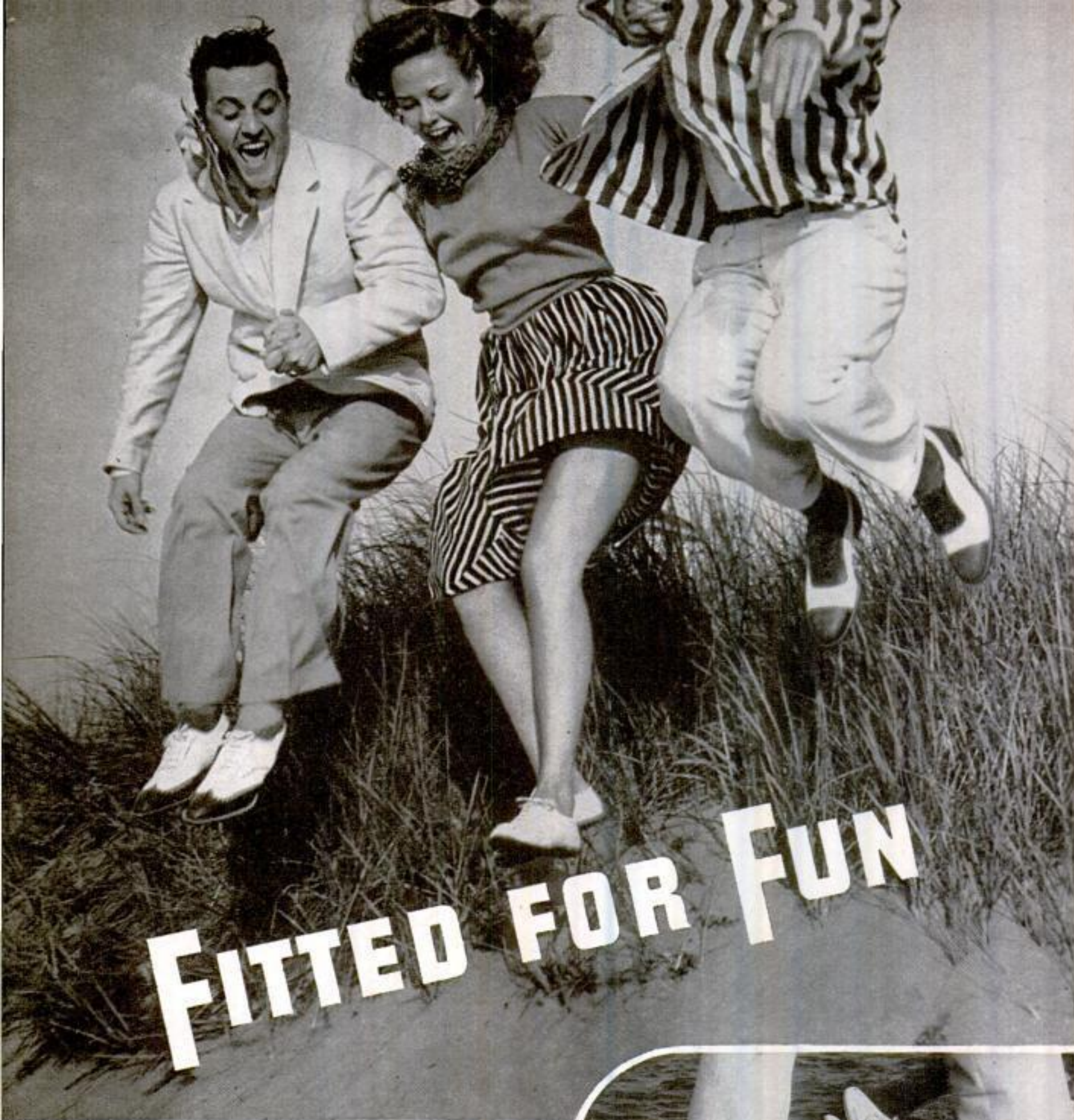
German dive bomber dives with one 1,100-lb. bomb on the British destroyer *Afridi* of the crack Tribal class, proceeds

to sink it. Flying usually in a formation of nine, the dive bombers attack by threes. It cannot often sink warships.



Six dive bombers alight as nimbly as sandpipers after a bombing. Even on poor landing fields they have stood up

magnificently in Spain, Poland, Norway and the Low Countries, are rarely laid up for repair. They also handle well.



● Good times call for good feet—feet that can take it and come up smiling at work or play. Can yours?

You'll go through Summer in top style if you're fitted for fun—in shoes that match your active feet—in *Walk-Fitted* Bostonians! Their Foot-Form inner-soles fit as ordinary shoes cannot—support every arch and curve, give a lift to every step—because they're made to fit your feet in action!

Take the load off your feet today. Step into good-looking, light-hearted Bostonians. Know what it means to sail through Summer in *Walk-Fitted* comfort.

Bostonians...Whitman, Mass.

\$7.85 to \$11.00



You're as Young as Your Feet in Bostonians. Choose *Spruce*, *Rivoli* or *Braeburn* (above) and take Summer in your stride.

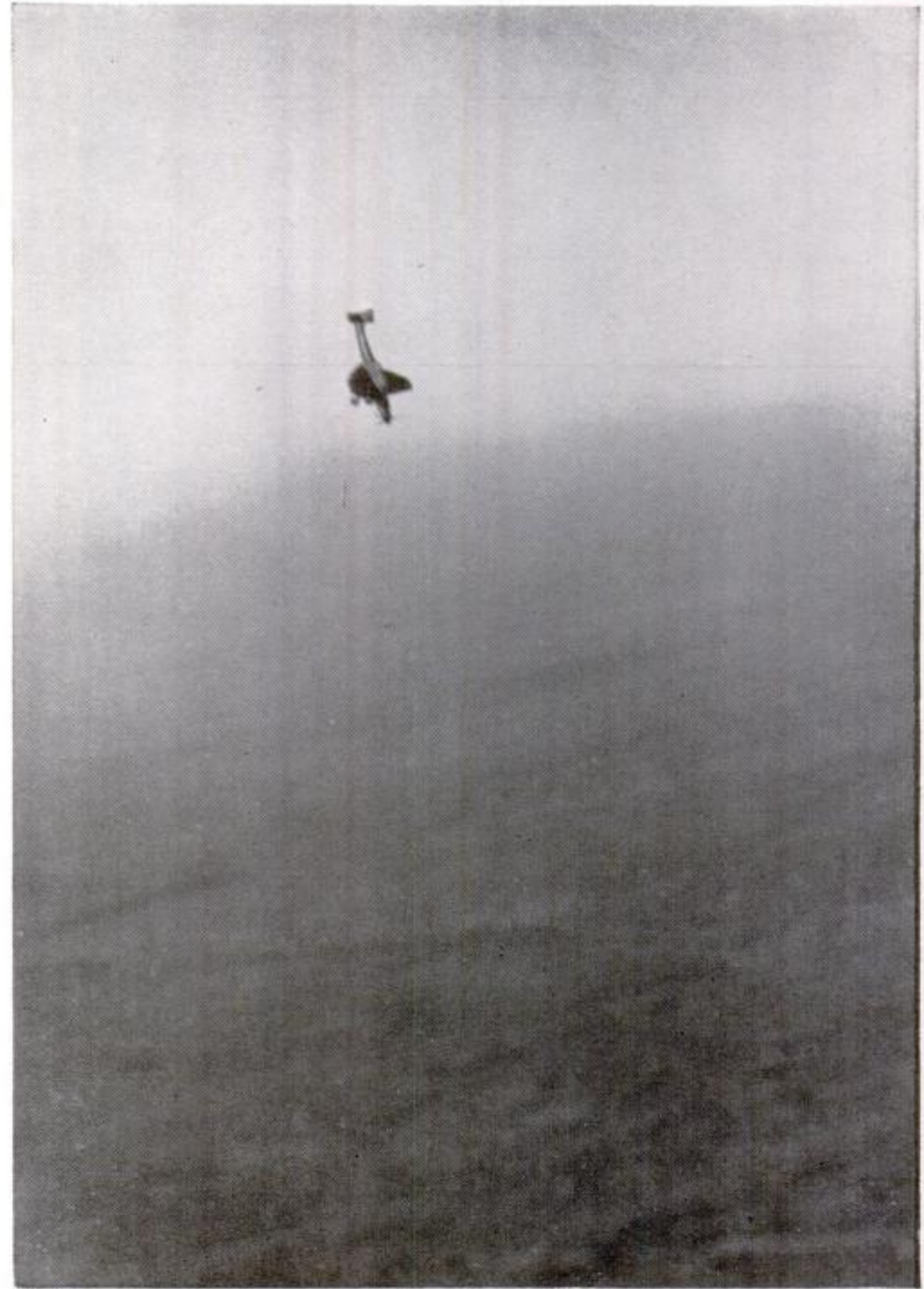


Catching the Ocean Breezes (above) are *Braeburn*, tropical white calf and tan wing-tip with ever-cool ventilations. At rear, *Rivoli*, the imported white buck oxford that is always correct and cool.



Heat Waves Fade in cool Bostonians, above. Left: *Braeburn*, handsome, ventilated wing-tip. *Kendall*, center, is the newest thing in white buck and tan. *Spruce*, at right, is a trim straight tip, unlined and ventilated for your happiness.

Dive bomber (continued)



The dive of Junkers 87 is deliberately slowed down by diving brakes to 248 m. p. h. so that the bomb can be released as low as 1,200 ft. with time for pull out. Bad moment for pilot is when he pulls out of dive, causing blood to drain suddenly from brain.



The damage done by a German dive bomber is a 35-ft. hole squarely on a railway in Poland. As can be seen, this one hit with a 550-lb. bomb derailed a Polish armored train and closed off all but one of the tracks. This job is being repeated in Flanders.

Bostonians

FIT RIGHT - FEEL RIGHT

they're **WALK-FITTED**

AT JANE WITHERS' HOLLYWOOD PARTY

"Ice cream made from ROYAL PUDDING wins the yummy prize!"

This brief peek into Jane Withers' home may solve a problem in yours.

Especially on some all-too-warm day, when your family chorus—"Oh, for a great big dish of C-O-L-D chocolate ice cream!"

(Bless them!)—make them some! Make it the quick no-trouble-at-all way—from smooth-as-velvet Royal Chocolate Pudding! It's so easy!—to the regular pudding, made in a jiffy, you simply add sugar, whipped cream, and freeze.

Good? It's absolutely grand! For Royal Chocolate Pudding simply out-chocolates any you've ever before discovered!

And even if you took your own fine ingredients, you couldn't make puddings more wholesome! Note: Royal Puddings contain Arrowroot, the starch widely favored for child nutrition.

So start your family cheering by serving their favorite ice cream tonight! Three Royal flavors . . . and they cost only a few pennies! But—to be sure of getting ROYAL flavor, say "ROYAL?" to your grocer!

JANE WITHERS, starred in "The Brat,"
a 20th Century-Fox Production



"IT'S DELICIOUS!" Hollywood's ice cream "experts" agree that Royal Chocolate Pudding makes "skrumptious" ice cream. (And do they hope there's plenty!)



"IT'S SO EASY!" says Jane. "Even I can make ice cream from Royal Pudding and it's so creamy-smooth! So luscious and chocolaty!"



*3 glorious flavors**
CHOCOLATE VANILLA
BUTTERSCOTCH
(Better get all three!)

*ROYAL FLAVORS made Royal the world's best-selling pudding!



They're ROYAL Desserts

SALLY EILERS says:

*"Taste this...
and you'll say
'ROYAL GELATIN'
every time!"*



ROYAL ORANGE AND MINT WHIP

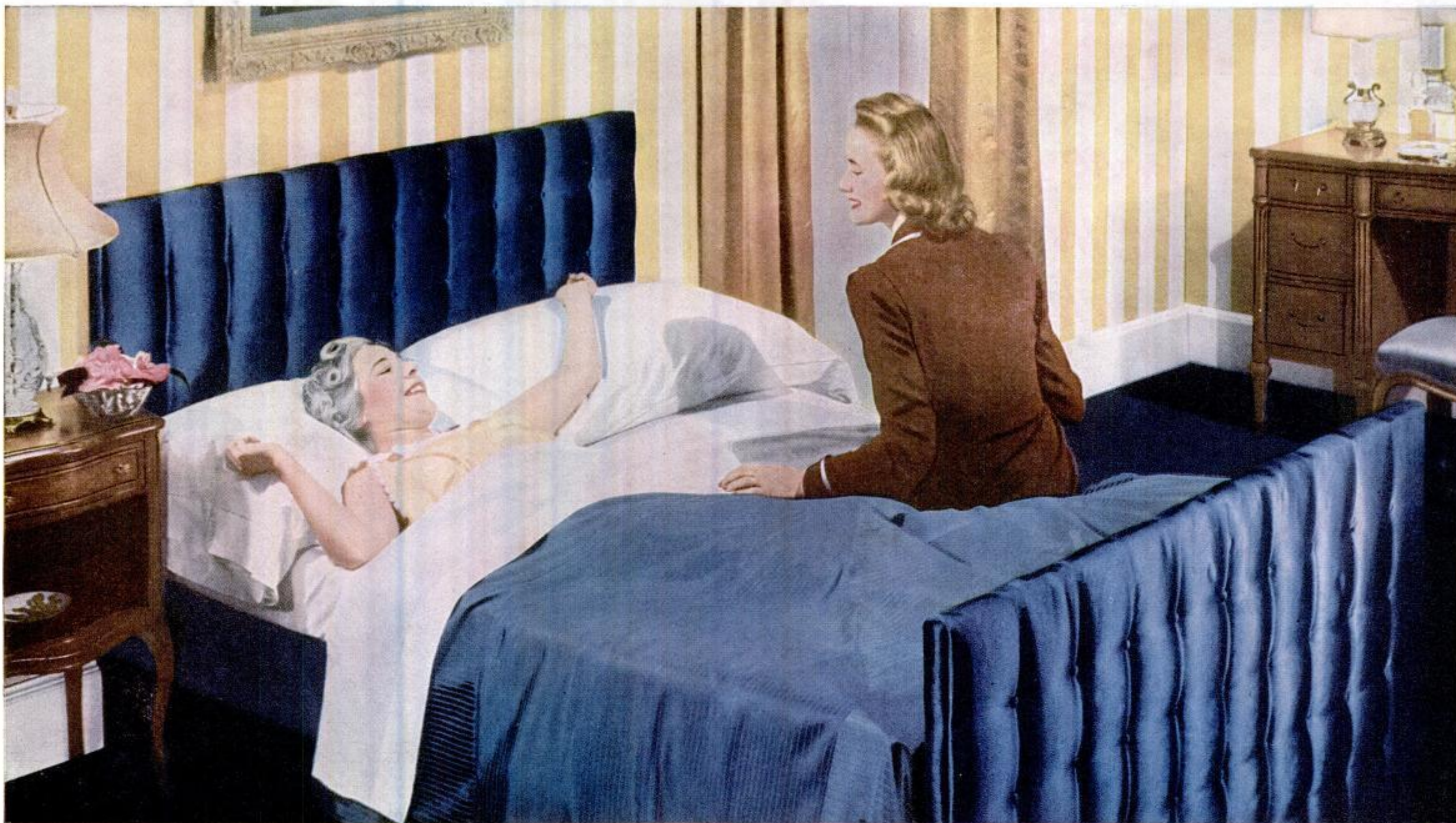
- 1 package Royal Gelatin Dessert (orange flavor)
- 1 package Royal Gelatin Dessert (lime flavor)
- 2 cups boiling water
- 2 cups cold water
- few drops mint extract

Dissolve Royal Gelatin (orange flavor) in 1 cup boiling water; add 1 cup cold water. Pour in mould to half fill; chill until firm. Dissolve Royal Gelatin (lime flavor) in 1 cup boiling water; add 1 cup cold water, few drops mint extract. Chill until thick; whip until frothy; pour into mould on orange gelatin. Chill until firm. Unmould. Garnish with sliced oranges, sprigs of mint. 8-10 servings.

7 flavors

If you like STRAWBERRY, RASPBERRY, CHERRY, LEMON, ORANGE, LIME, or PINEAPPLE, there's a Royal flavor you'll cheer for the moment you taste it!

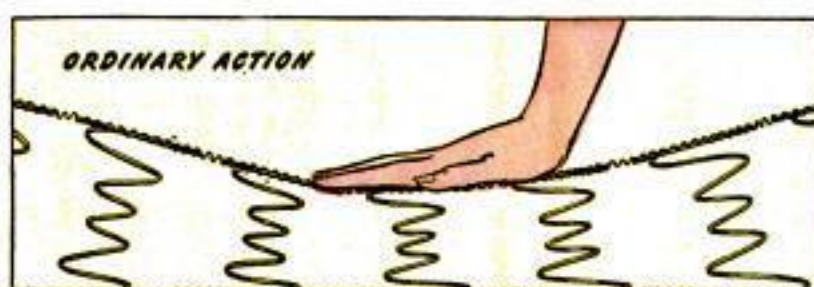




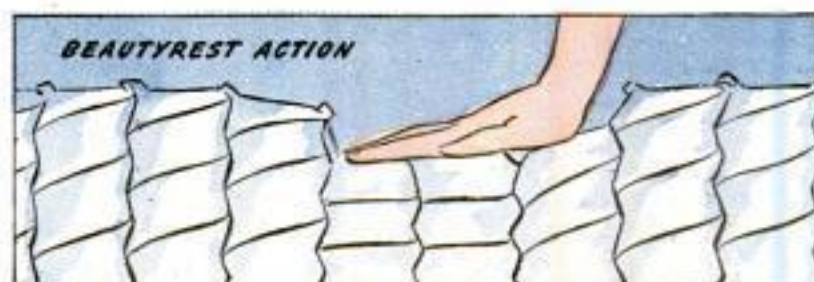
Only a penny a night for the "luxury comfort" of the **GREAT, NEW BEAUTYREST!**

A GLORIOUSLY new kind of comfort awaits you the first time you settle down on your New Deeper Beautyrest. As you relax on this *deep* mattress, a feeling of utter surrender steals over your body. Never before have you felt so dreamily, lazily ready for sleep.

MAKE THIS COMPARISON



Ordinary action. Ordinary springs are tied together by wire. When you press one spring down, others go down, too, forming a hollow. This type cannot give you *supreme* comfort. We know. We make both kinds: the luxurious Beautyrest and the "ordinary action" mattress.



Beautyrest action. Inside the New Beautyrest are 837 resilient springs. Each spring is separate from the others—not tied together. So each "gives" independently to the slightest pressure of your shoulders, elbows, hips. You get *buoyant* support for every part of your body.



Guaranteed for 10 years! The New Beautyrest is guaranteed for 10 years, but under normal use it should last even longer. At the United States Testing Co., Inc., Hoboken, N. J., a Beautyrest was rolled, crushed, pounded 489,000 times—yet was still in sound-sleeping condition—it lasted 3 times longer than any other mattress tested. It is the only mattress regularly tested and endorsed by this famous laboratory.

The edges of the New Beautyrest never sag, because they are of patented construction. You get "mid-mattress" comfort to the very edges.



Beautyrest stays sanitary inside, too . . . thanks to 8 ventilators that "breathe in" fresh air, expel stale air.

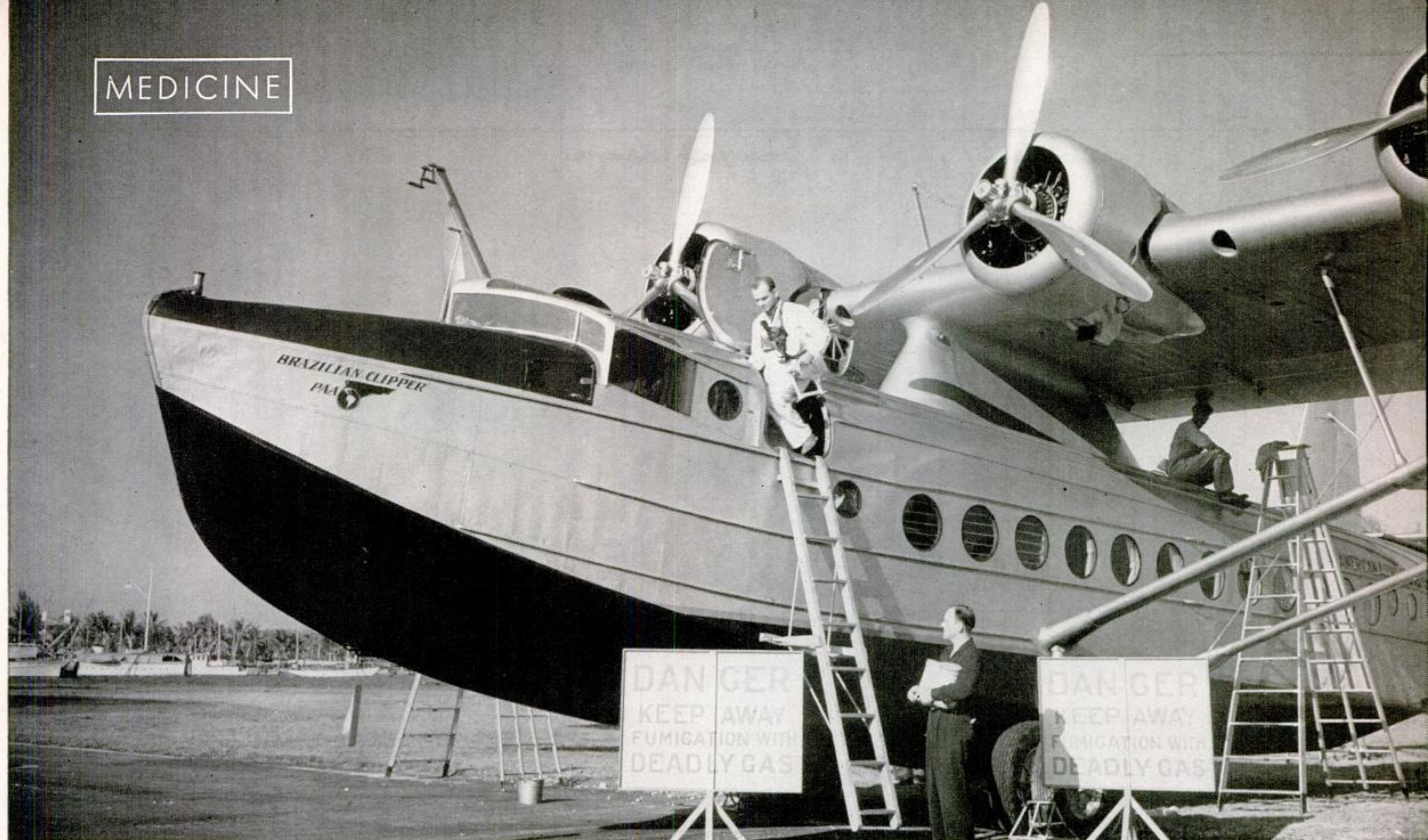
Only a penny a night! Your New Beautyrest costs \$39.50 (time payments easily arranged). Based on our 10-year guarantee, this price comes down to about a penny a night. Where else can you get such "luxury comfort" for so little? See the New, Deeper Beautyrest at your furniture or department store today.

IMPORTANT: If you are shown mattresses supposed to be "just as good" as Beautyrest, remember that no other mattress in the world has ALL Beautyrest's advantages. Insist upon seeing this label.



NEW DEEPER BEAUTYREST
MADE ONLY BY
SIMMONS COMPANY
CHICAGO

Beautyrest Box Spring, for use with Beautyrest mattress, \$39.50. Or get the Ace Coil Spring, \$19.75.



SIGNS WARN THE CURIOUS AWAY FROM PAN AMERICAN AIRWAYS "BRAZILIAN CLIPPER," WHILE IT IS BEING FUMIGATED WITH MOSQUITO-KILLING CYANIDE GAS AT MIAMI, FLA.



Mosquito Hunter Jacob Detzel knows where mosquitoes hide. Chloroform in bottle in his hand kills his victims. He has so far found only three live mosquitoes on Pan American planes.

YELLOW FEVER CONTROL

U. S. Health Service watches Miami Clipper port

Today when a Pan American Airways Clipper from South America sets down in Miami Bay, its passengers must line up on the landing stage and let a U. S. public-health officer stick fever thermometers in their mouths. Aboard the Clipper, still riding at anchor, a Federal inspector goes over every cushion and curtain looking for mosquitoes. As soon as it is beached, the Clipper is sealed up and fumigated with deadly potassium cyanide gas. Purpose of this ceremony is to meet the ever-present threat of yellow fever.

The clouds of *Aedes aegypti* mosquitoes that infest the Southern States are an open invitation for a first-rate U. S. epidemic of yellow fever. To set it off all that is needed is contact between one of these mosquitoes and a person infected by an *Aedes aegypti* in the yellow-fever areas of South America. The eight-hour plane flight across the Caribbean brings those areas perilously near. With the willing assistance of Pan American Airways, U. S. public-health procedures are entirely effective. Not one infected person nor a single live mosquito has managed to get into the country past the Pan American Airways seaplane base at Miami.



Fever thermometers take temperature of passengers as they alight from plane. Passengers arriving from infected areas in South America must report to local health officers in home towns.



TRAVEL ON CREDIT

Announced by

RAILROADS

**TRAVEL NOW... NO MONEY DOWN
PAY LATER**

Railroad transportation can now be purchased in exactly the same way you buy your automobile or radio—*on credit*! So this year you can take a *real* vacation—the kind you have always longed for—and pay the cost, plus a nominal service charge, in easy monthly installments!

Simple, Dignified, Confidential Plan...No Loss of Time

The Travel Credit Plan is designed for the convenience of the average substantial American. It may be used for all-expense tours as well as for transportation alone. Credit is extended in amounts not less than \$50 for individuals or families. Let a Ticket Agent or Passenger Representative of these railroads help you plan your trip on credit:

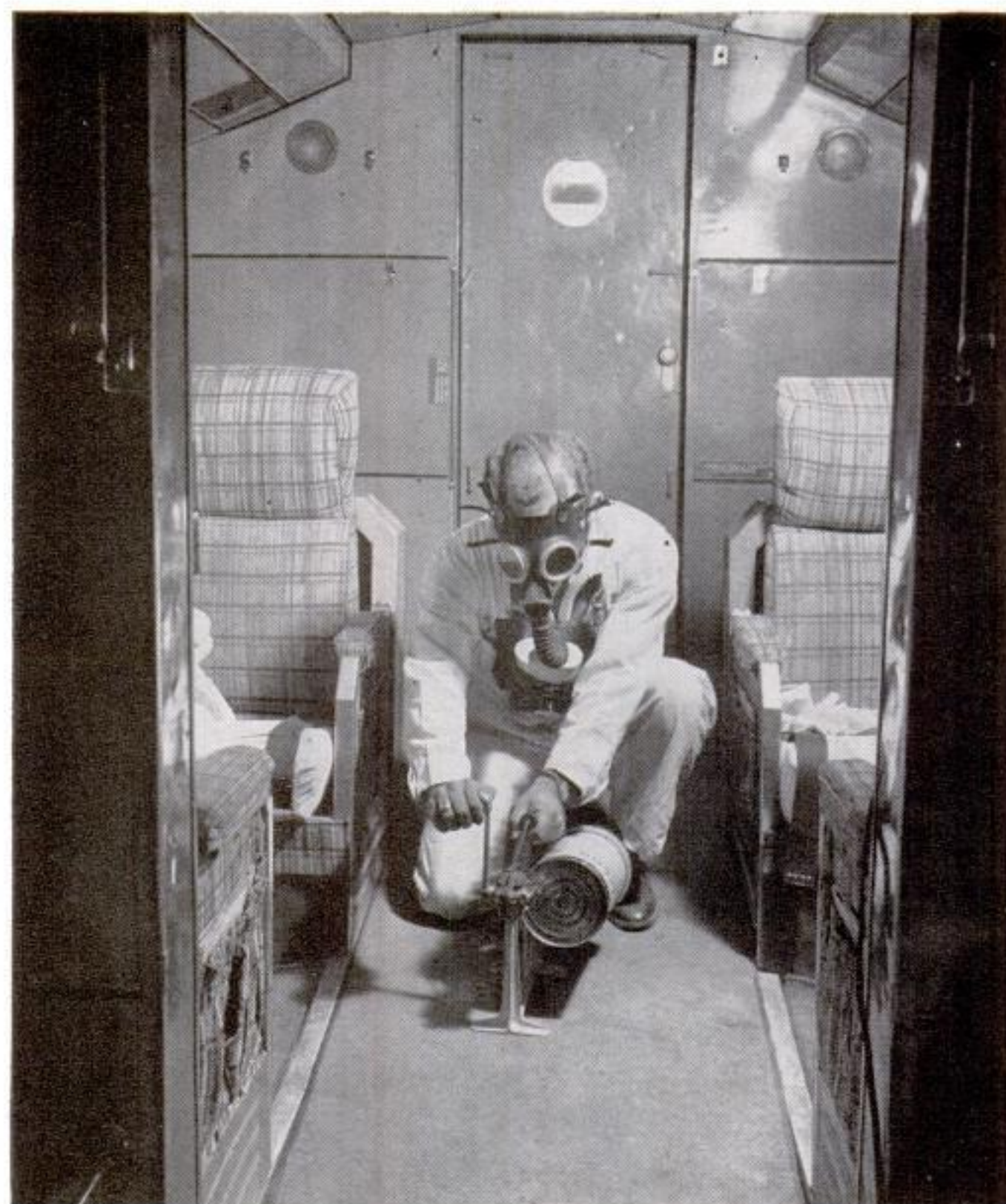
Alton RR	Lackawanna
Ann Arbor RR	Lehigh Valley RR
Atlanta, Birmingham and Coast RR	Long Island RR
Atlantic Coast Line Ry	Louisiana & Arkansas Ry
Baltimore & Ohio RR	Louisville & Nashville RR
Bangor & Aroostook RR	Maine Central RR
Boston & Albany RR	Minneapolis & St. Louis RR
Boston & Maine RR	Missouri-Kansas-Texas RR
Burlington Lines	Missouri-Kansas-Texas RR of Texas
Central of Georgia Ry	Mobile & Ohio RR
Central Vermont Ry	Nashville, Chattanooga & St. Louis Ry
Chesapeake & Ohio Ry	New York Central System
Chicago & Eastern Illinois Ry	New York, New Haven & Hartford RR
Chicago and North Western Ry	Nickel Plate Road
Chicago Great Western RR	Norfolk & Western RR
Chicago, Milwaukee, St. Paul & Pacific RR	Norfolk Southern RR
Chicago, North Shore & Milwaukee RR	Northern Pacific Ry
Chicago, St. Paul, Minneapolis & Omaha Ry	Pennsylvania RR
Chicago South Shore and South Bend RR	Pennsylvania-Reading Seashore Lines
Delaware and Hudson RR	Pere Marquette Ry
Denver & Rio Grande Western RR	Richmond, Fredericksburg & Potomac RR
Detroit & Cleveland Navigation Co.	Rock Island Lines
Eastern Steamship Lines	Rutland RR
Erie RR	Santa Fe System Lines
Florida East Coast Ry	Seaboard Ry
Frisco Lines	Soo Line
Grand Trunk Ry	Southern Ry
Great Northern Ry	Spokane, Portland & Seattle Ry
Gulf, Mobile & Northern RR	Texas & Pacific Ry
Illinois Central System	The Pullman Company
Illinois Terminal RR	Union Pacific RR
Kansas City Southern Ry	Virginian Ry Co.
	Wabash Ry
	Western Pacific RR



Ask Your Railroad Ticket Agent or Travel Agency

1940 IS "TRAVEL AMERICA" YEAR

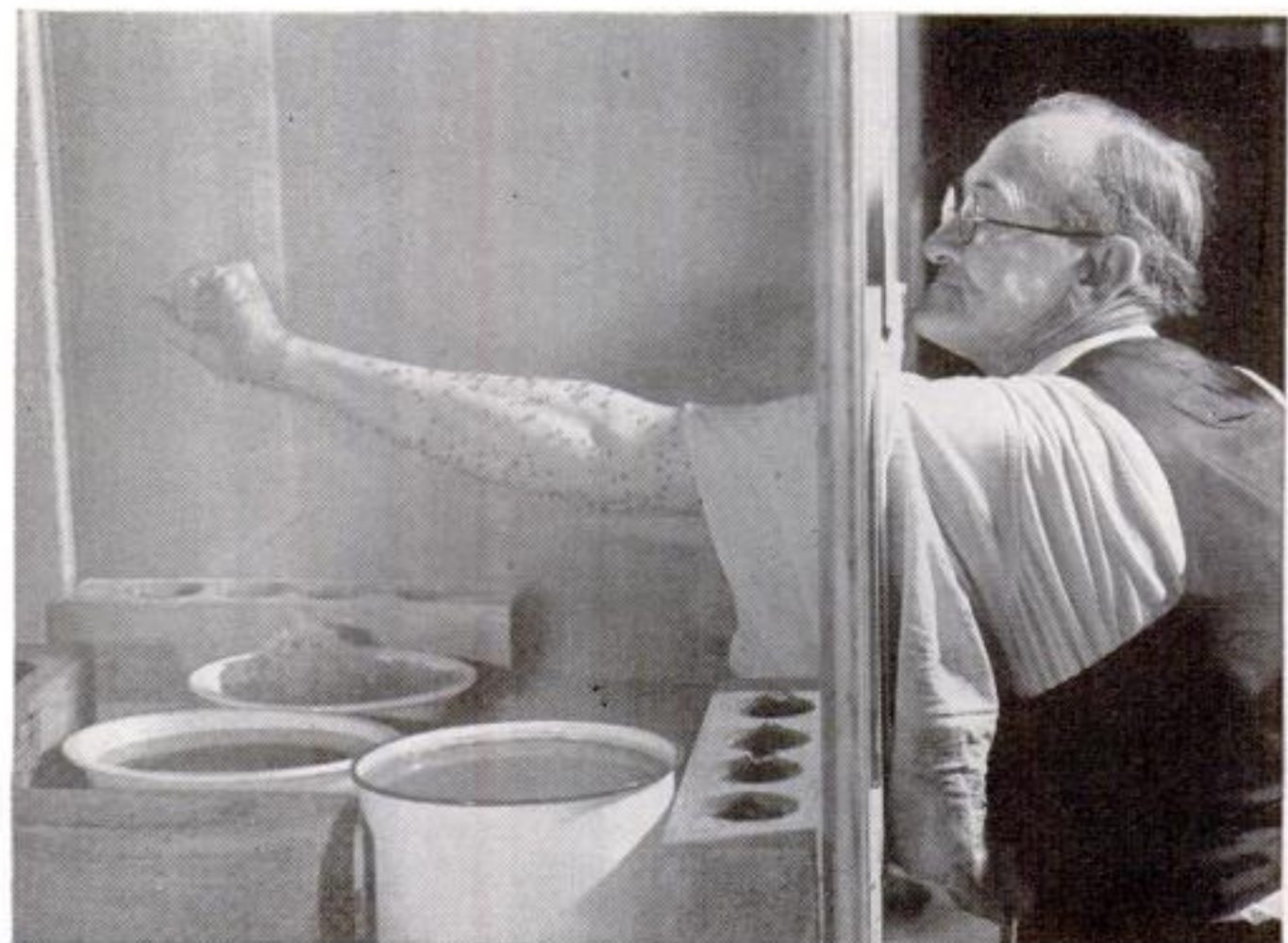
Yellow fever (continued)



Fumigation of Clipper with cyanide gas is done as soon as the ship is beached. During flight the stewards spray plane with a special insecticide at regular intervals.



Inoculation against yellow fever is given by Dr. G. L. Dunnahoo to Pan American officers on way to South American posts. Passengers may be inoculated on request.



Mosquito research is chief job of Inspector Detzel, here feeding subjects. Yellow-fever control is chiefly by elimination of fever-carrying *Aedes aegypti* mosquitoes.

If you are a father who has this problem you may want to read part of this message to your son

Is he old enough to drive?



Just Yesterday he was shooting marbles . . . Just Day Before he was cutting teeth . . . Now—he wants to take the car . . .

of a father, or mother, just before that boy goes out to drive?

MY SON:

You are now old enough, in my judgment, to drive our car. It is yours to use as an instrument of convenience and pleasure. Your mother and I trust your ability to see clearly, think quickly and act decisively.

If you cannot or will not do those things, our persons and our property are still responsible for you before the law.

The roads you drive on are public property. You will find other drivers using them too.

There is a Golden Rule between men-in-cars and men-in-cars just as there is between man and man. Remember that.

Handling a car is a man-size job and a man-size responsibility. We think you are man enough for both.

Each time you take the wheel will you try to remember these things? And that your mother and I can't help watching

and waiting for you to finish that drive?

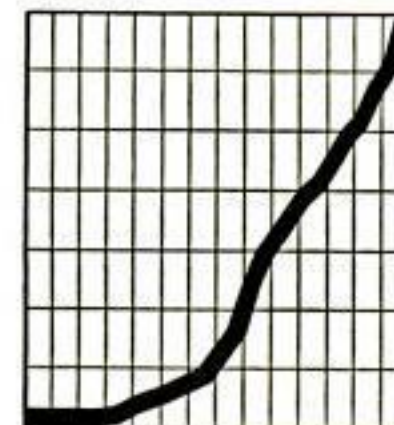
* * *

There is one way to protect your moral respectability and financial responsibility as a car owner.

That is through adequate automobile insurance.

[Signature]
PRESIDENT

THE CURVE OF CONFIDENCE IN LUMBERMENS



A Lumbermens policy on your car will help protect your home, your job, your savings, and your peace of mind. It is not the cheapest insurance you can buy, but it is the safest insurance you can buy at low cost. Lumbermens famous Curve of Confidence is an unbroken line of increasing assets, achievement, security and public faith. Your car needs, or may soon need, insurance. Now, or at that time, let our local agent tell you about the Curve of Confidence or write us for details.

Lumbermens
MUTUAL CASUALTY COMPANY
HOME OFFICE: MUTUAL INSURANCE BUILDING, CHICAGO
Operating in New York as (American) Lumbermens Mutual Casualty Company of Illinois





H. V. Kaltenborn's New War Map will help you follow his expert analysis of world affairs. Get your copy without charge from your Pure Oil dealer.

It pays to live

by H. V. KALTENBORN

I have made many visits to a continent where now even pet dogs are taboo, because they produce nothing for that all-devouring Moloch—the state

. . . where you are not permitted to drive a car to a private wedding (and probably could not afford to buy gasoline to put in the car, even if you had the state's permission)

. . . where the ear of the smallest child is tuned, day and night, for the chilling wail of the air raid siren

. . . where the state thinks for its people, tells them how to dress, what to wear, where to go, how to have their fun—if fun it can be called.

Do you wonder that I have titled this short message—"It pays to live in America"?

There, the words are "totalitarian," "censorship," "regimentation." Here, they are "private initiative," "freedom of thought and word," "individuality."

Across the sea there is good living for just a few people, enough for some, little for most. Over here at least some aspects of good living reach the many.

By good living I mean homes, food, clothing, radios, telephones, amusements—and automobiles! Just think—there are more automobiles in the United States alone—more than 25,000,000 of them!—than in the rest of the world combined. And more than half of those American cars belong to people earning less than \$30 a week. Over there, they trudge to work. Over here, millions of Americans drive their cars to work every day.

ONE REASON IS: the American motorist pays only about 18 cents (on the average) for a gallon of gasoline, including taxes, while the European motorist often pays more than \$1.00 a gallon—if the state lets him buy it and if he has a car to put it in!

It's my profession to study the news, to

look behind it and tell what, in my opinion, it's all about. Recently I have learned something about the petroleum industry. This vital young industry has also had something to do with the way we live.

JUST THREE GENERATIONS AGO petroleum was a waste product. Later, in the form of kerosene, it competed with coal and whale oil. Today it is a 15 billion dollar industry, giving employment to 1,000,000 American men and women and contributing more than 4 billion dollars a year to America's purchasing power. It lubricates every machine that moves—almost every wheel that turns

- it keeps elevators going up and down
- it heats nearly 2,000,000 homes
- it enables trains to run
- it keeps planes in the air
- it puts the "pull" in more than 1,500,000 tractors
- it turns the screws of modern ships
- it keeps 25,000,000 automobiles and 4,000,000 trucks rolling on the road.

H. V. Kaltenborn Starts New Pure Oil Series May 28

Every Tuesday, Thursday, Saturday . . . N.B.C. NETWORK

Hour shown is local time of broadcast during Daylight Saving Time.

Asheville . . . WISE 6:45 p.m.
Atlanta . . . WSB 6:45 p.m.
Birmingham . . . WBRC 5:45 p.m.
Bismarck . . . KFJR 5:45 p.m.
Charleston, S. C. . . WTMA 6:45 p.m.
Charleston, W. Va. . . WGKV 6:45 p.m.
Charlotte . . . WSOC 6:45 p.m.
Chattanooga . . . WAPO 5:45 p.m.

Chicago . . . WMAQ 6:45 p.m.
Cincinnati . . . WLW 6:45 p.m.
Clarksburg . . . WBLK 6:45 p.m.
Columbia . . . WIS 10:00 p.m.
Des Moines . . . KSO 9:30 p.m.
Duluth . . . WEBC 5:45 p.m.
Fargo . . . WDAY 5:45 p.m.
Florence . . . WOLS 10:00 p.m.
Greenville . . . WFBC 6:45 p.m.
Houston . . . KPRC 10:00 p.m.

Jackson . . . WJDX 5:45 p.m.
Jacksonville . . . WJAX 6:45 p.m.
Knoxville . . . WROL 5:45 p.m.
Lakeland . . . WLAK 6:45 p.m.
Madison . . . WIBA 6:30 p.m.
Memphis . . . WMC 6:45 p.m.
Miami . . . WIOD 10:00 p.m.
Minneapolis . . . KSTP 5:45 p.m.
St. Paul . . .
Mobile . . . WALA 5:45 p.m.

Nashville . . . WSM 5:45 p.m.
Norfolk . . . WTAR 6:45 p.m.
Pensacola . . . WCOA 5:45 p.m.
Philadelphia . . . KYW 7:45 p.m.
Raleigh . . . WPTF 10:00 p.m.
Richmond . . . WMBG 6:45 p.m.
Savannah . . . WSAV 6:45 p.m.
Tampa . . . WFLA 6:45 p.m.
Wilkes-Barre . . . WSUN
WBRE 6:45 p.m.

in America

A foresighted industry has taken many steps to conserve this precious fluid; there is still plenty of it in the ground to insure our way of living for decades to come. As a matter of fact, 12 billion barrels of new oil reserves have been found and developed during the past five years. This equals the total oil production in the United States during the first 70 years of the industry.

Due to the initiative and research of this industry you can afford a quality of gasoline that is equal to that of fighting aviation gasoline of a decade ago.

Only in great, free America could private initiative perform such a public good.

Because you are an American you can pursue happiness down the finest roads in the world, through the finest scenery man was ever blessed with. It pays to live in America—let us thank our lucky Stars—and Stripes!

An Invitation to Pure Oil Land



Look for the big, round blue-and-white Pure Oil sign. (In certain southern states, look for its famous companion sign—"Woco-Pep.")

If you're visiting Pure Oil Land for the first time this summer, make our neat stations your motoring headquarters.

Meet the Gasoline with the Chemical Extra! It's our new Solvenized* Pure-Pep or Solvenized* Woco-Pep gasoline. It's something you haven't known before.

It contains a chemical bonus to help keep excess carbon out of motors. You get more power, increased mileage and higher anti-knock quality at all speeds. Yet it costs no more than "regular"!

Meet a Famous Pure Oil Service, too.

If your car is sluggish and has that sleigh-bell "ping," get our new Solvenized Tune-Up. Cleans out excess carbon by modern chemistry. Done while you wait—in 30 minutes! Costs only \$1.00—money back if not satisfied. THE PURE OIL CO., Chicago.

*Reg. U. S. Pat. Off. Copyright, 1940, The Pure Oil Co.



Where you driving today, Mister?—Down to the daily job? Out to give the kids some air? ... Across a couple of states on a little vacation for you and the missis? ... You *drive* where you want to go—because cars are good and you can own one; and gasoline is good and you can afford it—and because you live on *The American Plan*!



Pure Oil Building, Chicago



Be Sure with Pure

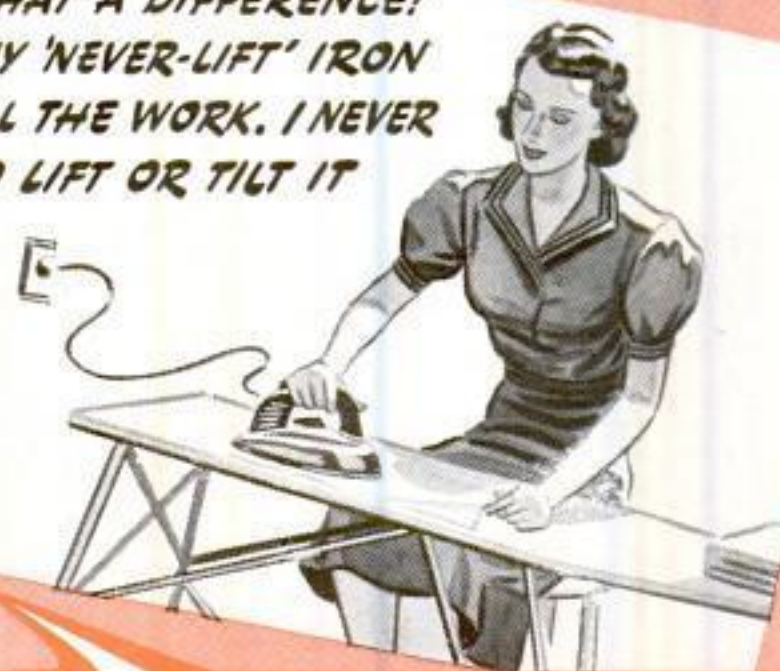
LAST WEEK WHAT A JOB!

I'VE LIFTED THIS IRON
AT LEAST A THOUSAND
TIMES! MY ARMS FEEL
DEAD! I'M AN OLD DRUDGE



TODAY WHAT A DIFFERENCE!

NOW MY 'NEVER-LIFT' IRON
DOES ALL THE WORK. I NEVER
HAVE TO LIFT OR TILT IT



**IT'S THE ONLY IRON
IN THE WORLD
YOU NEVER
LIFT OR TILT!**



**Banishes ironing fatigue
forever!**

*Stands on its
own legs*

"Until the saleslady told me, I never realized that I lifted 5000 pounds every time I ironed. Now I know it was all that lifting and tilting that tired me on ironing day. I wouldn't think of going back to lifting an iron."

This new iron literally takes lifting out of ironing—gives you the lift instead. It lifts and lowers itself at a touch—anywhere you please on the ironing board. You can iron sitting down, if you want—completely relaxed!

Start ironing the "Never-Lift" way. See this wonderful iron now. See, also,

the exclusive 3-Speed Selector which tunes heat to your individual ironing speed—fast, medium or slow; the Proctor Dial of Fabrics which assures correct heat for different materials; and many other superior features. It's smart-looking, streamlined and air-cooled. **SAFE. DEPENDABLE!**

And remember this! Your money doesn't buy "just an iron". It buys freedom from drudgery—the **ONLY** iron you never lift or tilt! Get a Proctor Never-Lift Iron—you need and deserve its help.

WITH 3 YEAR
1250
GUARANTEE

On display wherever dependable appliances are sold

**PROCTOR NEVER-LIFT
IRON**

THREE NEW IRONS!
Safe! Speedy!
Streamlined!



— featuring the same Dreadnaught heating unit as the Never-Lift; the Dial of Fabrics, and many other Proctor advantages... **\$5.95** up.

PROCTOR ELECTRIC COMPANY • PHILADELPHIA
Division of Proctor & Schwartz, Inc. • Est. 1883



Spiritualist Niza Sparkman is the medium through whom a mysterious "control" called Selah announces Dewey will be next President. Her house is her temple.

WASHINGTON'S SPIRITUALISTS FAIL TO AGREE ON WHO'LL BE PRESIDENT

Washington, D. C. is one of the few American cities with officially licensed fortune tellers. Here in the citadel of uncertainty the approaching elections are bringing a rush of business to all manner of spiritualists, seers, soothsayers, palmists, clairvoyants, crystal-ball gazers and other probers of the great What Next. To get the occult low-down on the next President of the U. S., LIFE accompanied Henry Stratton, secretary to Democratic Senator King of Utah, to the home of his favorite medium, Mrs. Niza Sparkman. Amid great travail, ending in perspiring collapse, Mr. Stratton's unhappy medium gave her answer to the question: Who? Who, she gurgled, was "T... E... T... E... Dooowah... Dooowee... Deweey."

For Presidential predictions by other observers of the occult, among whom there is a strange lack of agreement, turn the page.



Entering trance, Mrs. Sparkman stiffens, calls out, "Come to me, Selah. I am ready."

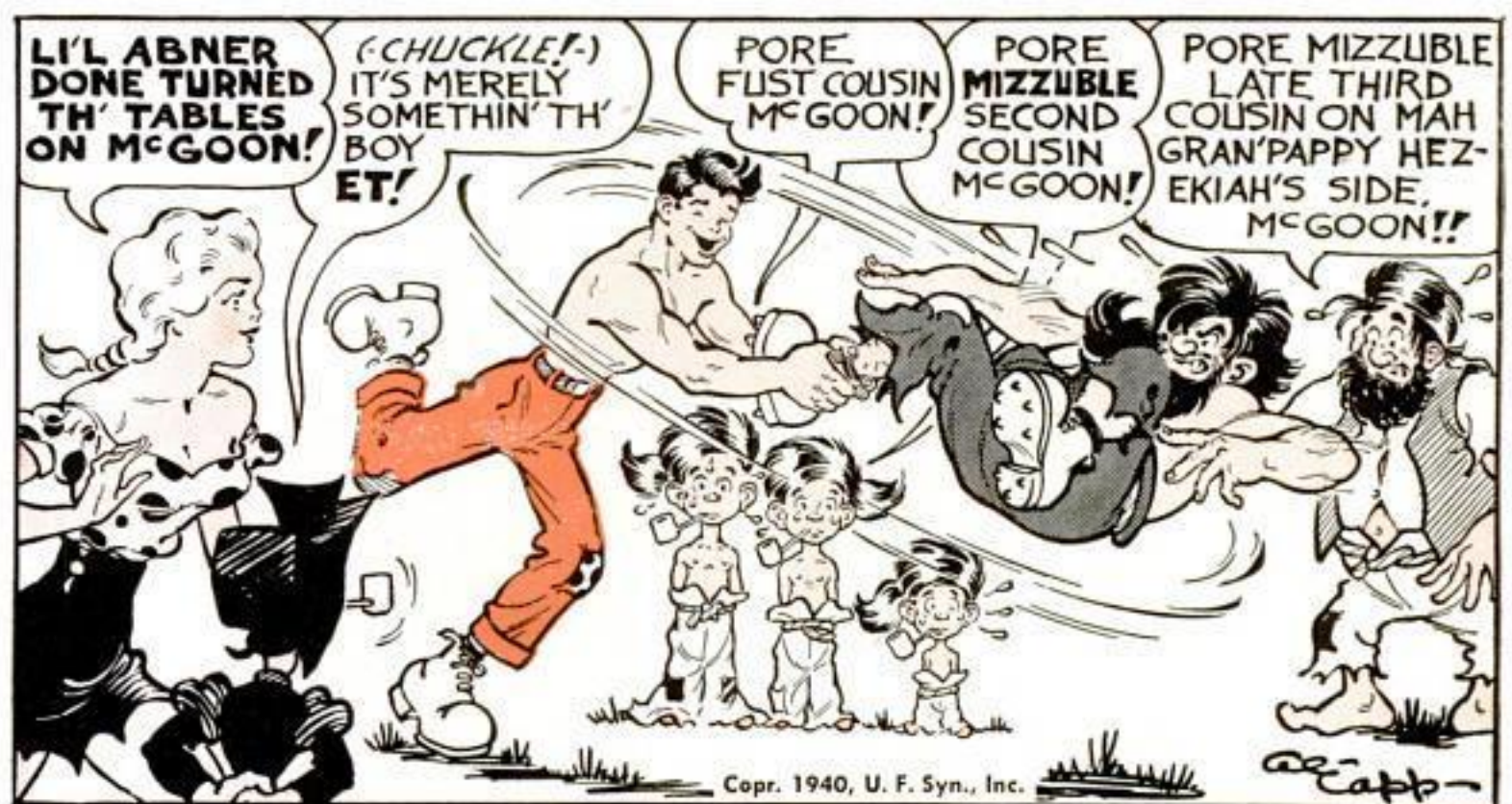
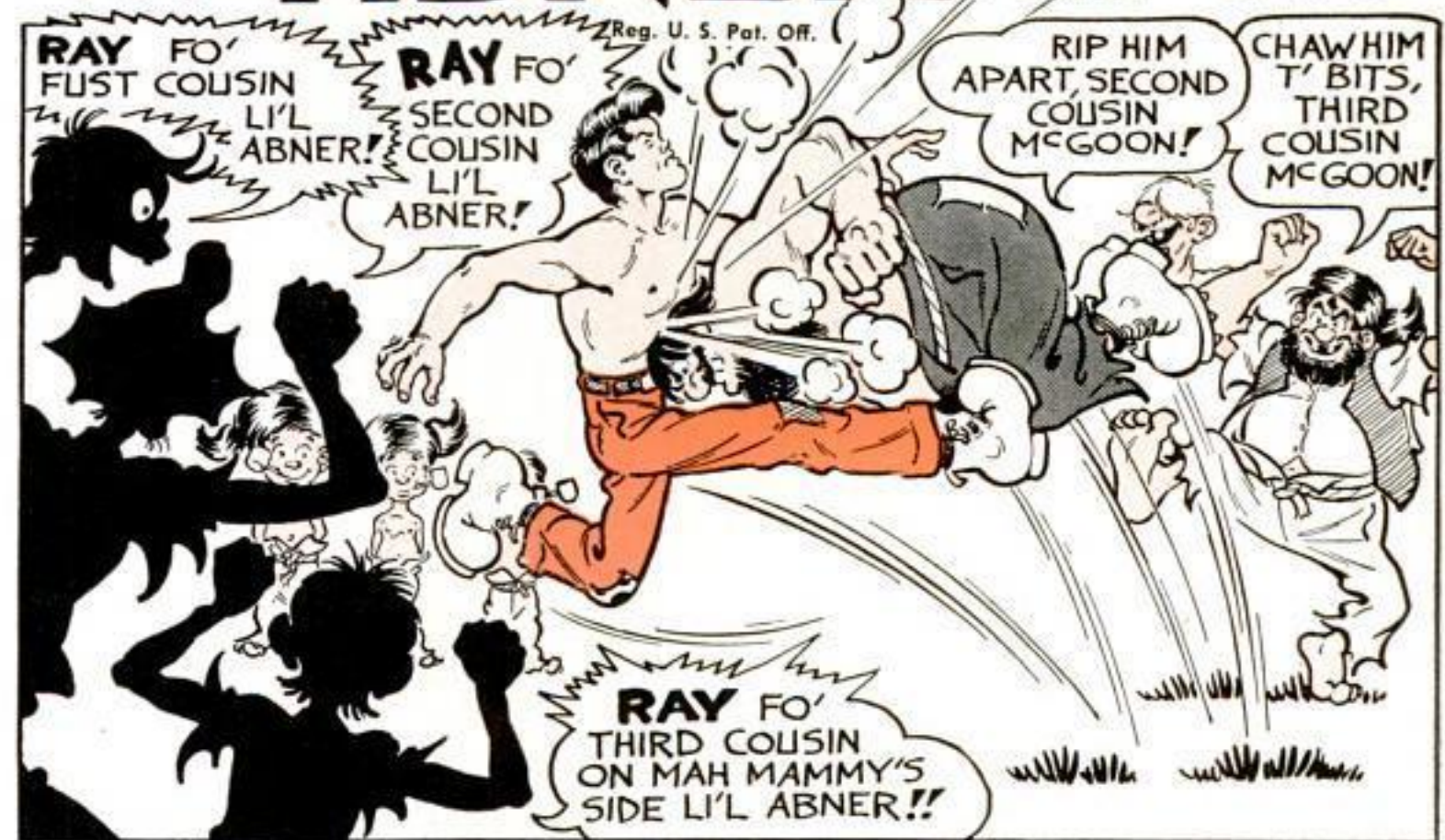


Selah appears promptly, gives interview by proxy. The tone is biblical.



Medium's other "control" is Wahpah, spirit of an American Indian, under whose influence she presents special dance. Wahpah, a child of nature, disdains politics.

LIL ABNER by AL CAPP.



FRY MAH HIDE! AH B' LIEVES AH'LL HAVE ANOTHER BOWL O' THET POW'FUL GOOD CREAM OF WHEAT!!

THAT'S BECAUSE YOU LIKE THE RICHER, WHEATIER FLAVOR OF "NEW 5-MINUTE" CREAM OF WHEAT! YOU ALSO GET ADDED MINERALS AND VITAMIN B₁...AND IT COOKS TO FULL DIGESTIBILITY IN ONLY 5 MINUTES, YET IT COSTS NO MORE.

TAKE YOUR CHOICE

NOW TWO KINDS—"NEW 5 MINUTE" and "REGULAR"

CREAM of WHEAT

"Cream of Wheat" Reg. U. S. Pat. Off.



Stratton steadies the medium. Very few mediums move during a trance.



Utterly exhausted, she collapses at end of seance, later asks visitors what happened.

CONTINUED ON NEXT PAGE



**My guests raved
about these
new "dinner"
size frankfurts!**



**They're so juicy
and fine-flavored...
and unbelievably
*tender!***



Simmer—do not boil—
frankfurts 5 to 8 minutes
and serve immediately.
Accompany with new po-
tatoes combined with peas
in a well-seasoned, medi-
um thick white sauce.

REFRESHINGLY different for dinner are
these links of fine, savory meats...
plump and fairly bursting with juice, and so
tender they cut with a fork!

Yes, Swift & Company have promoted
frankfurts to the "banquet" class! A new
method (patent applied for) "tenders" the
skins in pineapple juice. Not a trace of pine-
apple flavor remains... but by making the
skins almost unbelievably delicate, the entire
link becomes fork-tender.

Into these extra-good frankfurts go only
fine meats... selected cuts of good beef and
pork. Skillfully seasoned with a fragrant blend
of spices, they're smoked over real fires of
aromatic hardwoods... till they take on a
flavor you'll want to enjoy again and again.

Serve this new dinner favorite soon. But
be sure to get Swift's Premium Frankfurts
... the delicious fork-tender kind.



Take your choice! In addition to the big
"dinner" size, your dealer has Swift's Premium
Tender Frankfurts in the standard size, equally
delicious. But whichever you choose, look for
the "Swift's Premium" seal of finest quality.

Copyright 1940 by Swift & Company

**SWIFT'S PREMIUM
*Tender Frankfurts***



Swift's spic-and-span kitchens throughout the country make many other "SWIFT'S
PREMIUM" meat products, including Meat Loaf... Braunschweiger... Cervelat...
Lunar Loaf... Leona... Salami... Liver Cheese... Cheemeat... Pot Roast of Beef
... Ham, Delicatessen Style. Look for the "SWIFT'S PREMIUM" seal of top quality!

Spiritualists (continued)



Charles Meyers cautiously predicts that
Mr. Roosevelt might get the nomination.



Ida Strack just says it won't be F.D.R.
She is in National Spiritualists Assn.

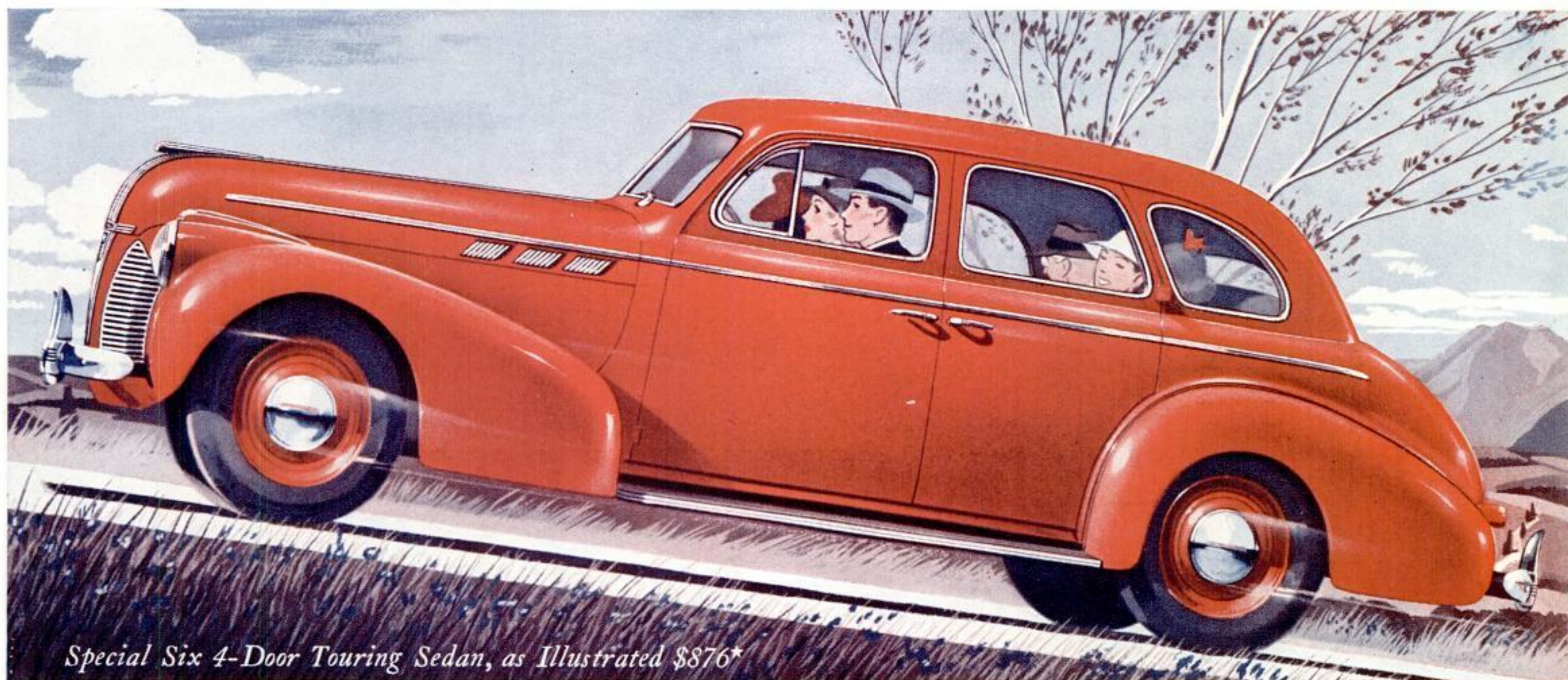


Grace Gray De Long, among most successful Washington appraisers of the Perhaps,
says Roosevelt will be elected. A versatile medium, she uses trances, cards, glass ball.



Prince Mogul, house swami at the swank Shoreham Hotel, got nowhere with Eleanor
Roosevelt. This unpublished photograph shows her declining firmly when Mogul,
who might have held more official position in ancient Rome, offered to read future.

Why Postpone it ?



*Special Six 4-Door Touring Sedan, as Illustrated \$876**

Get that Thrill of Pontiac Ownership Right Now!



BIG CAR COMFORT—As the time draws near for your new car, consider if it wouldn't be wise to switch to Pontiac. That way you'd be driving a big, luxury-type car with wide, deep, comfortable seats and long-wheelbase riding ease.



BIG CAR SATISFACTION—It will be a red-letter day on the family calendar when you roll up to the curb in this big, pulse-quickenning 1940 beauty. You'll ask yourself: "Why didn't I discover sooner that the Pontiac price is down with the lowest?"



BIG CAR SAFETY—You actually can feel the extra safety in this big, well-balanced Pontiac. Even under adverse driving conditions, Pontiac's "big-car" road weight gives you a better grip on the pavement and an extremely delightful ease of control.



BIG CAR PERFORMANCE—It makes you feel better all over to drive a Pontiac, after driving smaller cars. The Pontiac ride is "Triple-Cushioned." And Pontiac's famous power-packed engine is one of the smoothest and quietest on earth.

VISIT GENERAL MOTORS EXHIBITS AT THE NEW YORK AND SAN FRANCISCO WORLD'S FAIR

\$783 FOR THE SPECIAL SIX BUSINESS COUPE
OTHER MODELS SLIGHTLY HIGHER
*Delivered at Pontiac, Mich. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice. General Motors terms to suit your purse.

Help promote Safety—
Dim your lights
when passing

Pontiac 
AMERICA'S FINEST LOW-PRICED CAR

5,000,000 Members Showing their Crusade against "SCREWDRIERS" "SCREWJAYS" sweeps the Country

**Join now—help cut STOP-and-GO 35%!
New DAY-and-NIGHT Emblem says, "SHARE THE ROAD"**



MOTORISTS by the thousand are pouring into Shell dealers' to get their new 1940 Share-the-Road Emblems . . .

This day-and-night emblem is the symbol of the 1940 crusade to cut Stop-and-Go driving 35%—by putting the screws on "Screwdrivers" and "Screwjays." These heedless drivers and pedestrians cause more than one-third of all Stop-and-Go, according to Shell research.

Already, more than 5,000,000 motorists are showing their colors—displaying Share-the-Road Emblems on their cars. *Your* emblem is waiting at your Shell dealer's—**FREE** for agreeing to share the road!

And for the Stop-and-Go you can't avoid, Shell brings you two **NEW** gasolines. New Super-Shell

and new Shell Premium have the highest Road-Performance Rating (RPR) in Shell history!

Road-Performance Rating (RPR) is the true measure of a gasoline's performance *in your car*. "Highest RPR" means faster starting, faster pick-up, higher anti-knock, more power and "go" *in all gears, at all speeds*. Either of these new Shell gasolines, in its price class, cuts the cost of Stop-and-Go *more* than the fuel it succeeded.

Highest RPR results from Shell's "balancing" process—no single performance quality is emphasized at the expense of others. There's no "robbing Peter to pay Paul."

With new Super-Shell or new Shell Premium in your fuel tank, and a Share-the-Road Emblem on your car, you're *doing something* about Stop-and-Go!

**Here's your emblem—and to cut
the cost of Stop-and-Go, I've got those
new high RPR gasolines**

"Glow's day and night—you've got to see this emblem to appreciate it. The mariners' signal flags mean, 'I am giving way'—I'm sharing the road! And while you're here, let me fill your tank with new Super-Shell or new Shell Premium—honest, these new gasolines are so good you should try a tankful straight!"

Colors!

and



(left)

"When the Share-the-Road movement started, traffic officials welcomed it—but no one could have predicted it would reach its present amazing size. Now, going after the heedless pedestrian as well as driver, this crusade is doubly deserving of success!"

Chas. Lypham

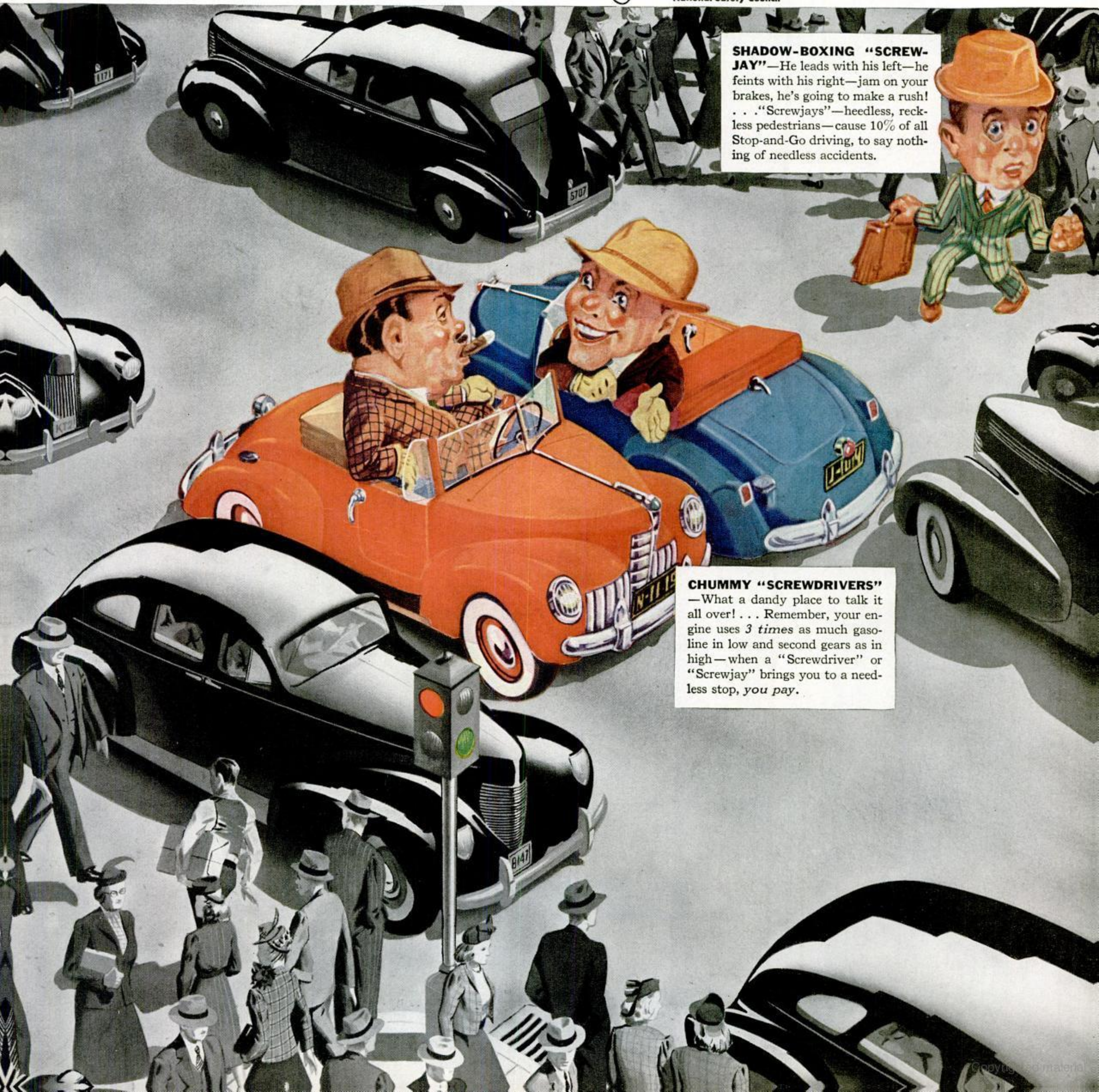
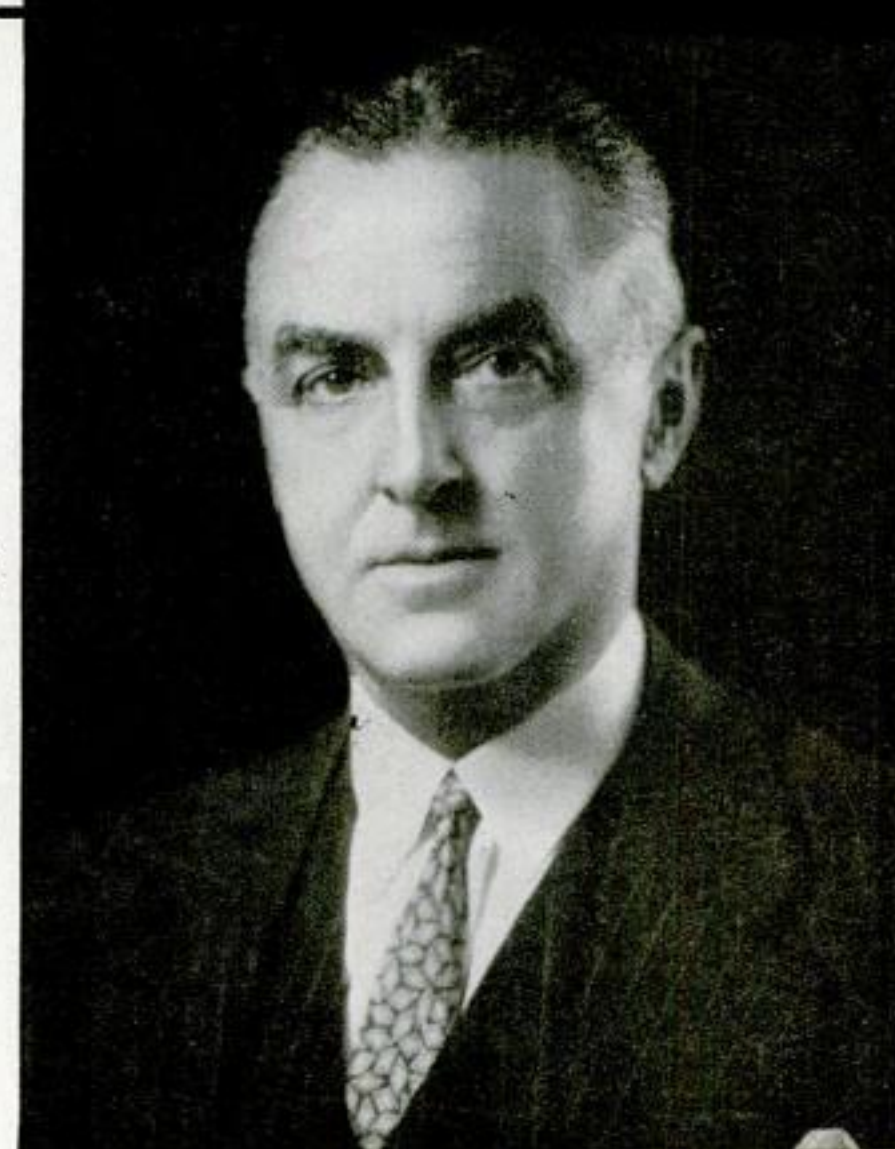
Director of the
American Road Builders Association

(right)

"Traffic-accident figures for the last year show that pedestrians are 14 times as liable to injury—they're taking 14 times the chance—when they cross streets against the signal or between intersections. If the Shell Share-the-Road Club can impress on pedestrians the folly of being 'Screwjays,' traffic will not only flow more smoothly, but pedestrians themselves will benefit greatly."

John Stetson

President
National Safety Council



SHADOW-BOXING "SCREW-JAY"—He leads with his left—he feints with his right—jam on your brakes, he's going to make a rush! . . . "Screwjays"—heedless, reckless pedestrians—cause 10% of all Stop-and-Go driving, to say nothing of needless accidents.

CHUMMY "SCREWDRIVERS"—What a dandy place to talk it all over! . . . Remember, your engine uses 3 times as much gasoline in low and second gears as in high—when a "Screwdriver" or "Screwjay" brings you to a needless stop, you pay.

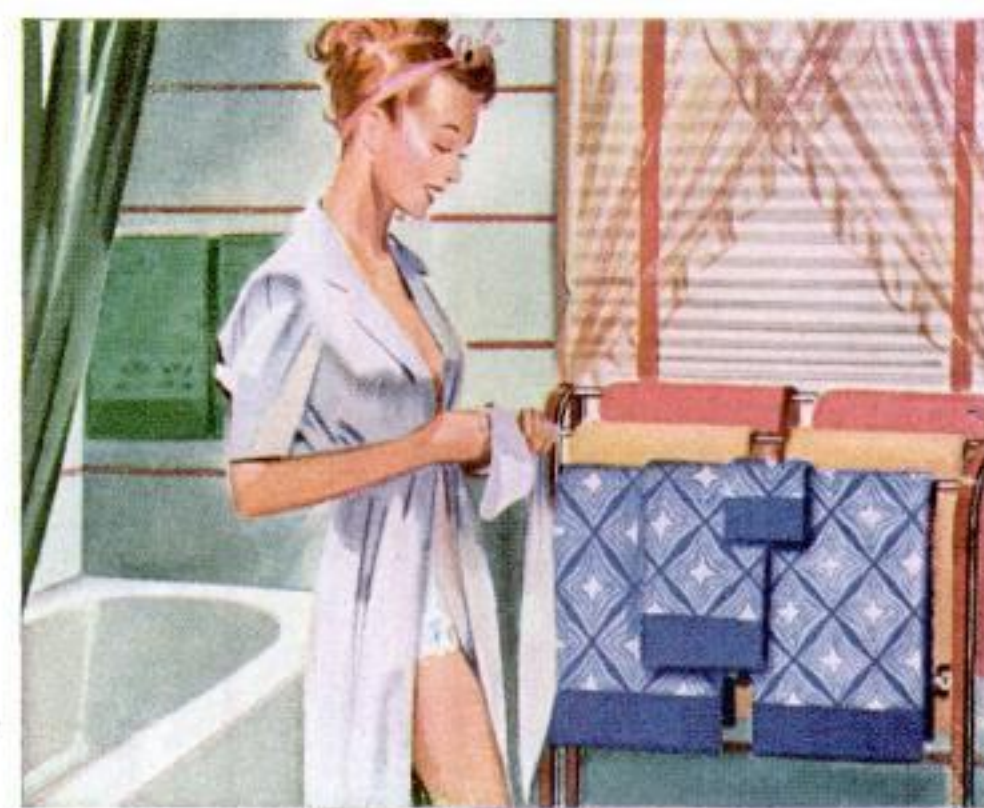
Get set for summer with Cannon Summer Towels



"Bright towels for sports and beach" Big, colorful Cannon towels for smart sand-loafers and summer sports enthusiasts. Wrap them around you. Lie on them. Give them all the use (and abuse) you want . . . they *still* can take it! And they're gay as summer!



"Strong towels for camp and cottage" Husky, he-man Cannon towels for rugged woodsmen. Good companions on picnics and all-day outings. A welcome "civilized softness" for the most hardened camper-out. Luxurious looming. Deep, thirsty texture.



"Smart towels for summer house-guests" Put guests at their ease with an ample supply of striking Cannon Summer Towels. Perfect for casual holidays, and for fun-loving guests and hosts. (Leave the formal "family-crested best" locked in the linen closet.)

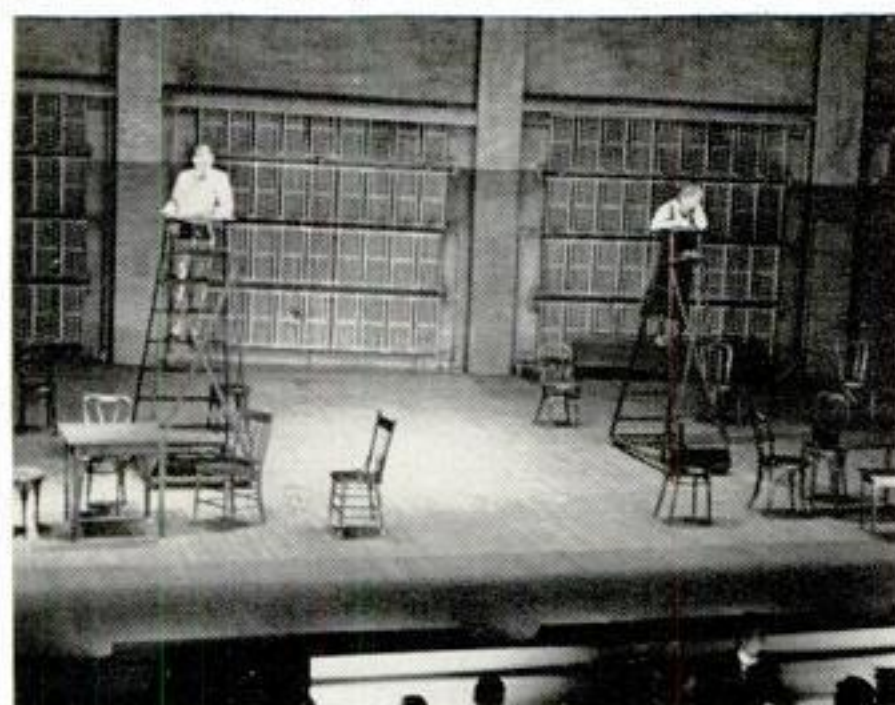


Specially planned for summer uses are Cannon Summer Towels. Bright towels for sports and beach. Strong towels for camps and cottages. Smart towels for summer house-guests. "Price" towels that you buy up by the dozen. *All* Cannon towels are Cannon quality! Cannon makes so many towels (in the world's largest towel mills) that they can give wider variety and better values all the way from 25c to \$2. Cannon Mills, Inc., New York.

Cannon Towels



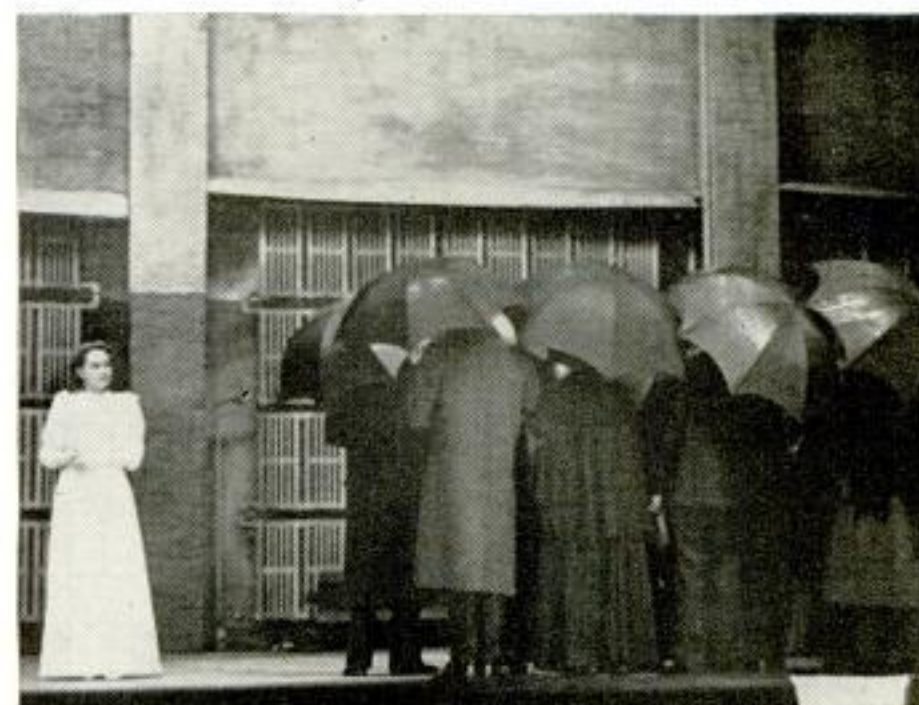
CANNON TOWELS • CANNON SHEETS • CANNON PURE SILK HOSIERY Cannon hosiery—pure silk, full-fashioned, sheer and lovely—better made to cut down "mystery runs." In Handy Packs at your favorite store. • Look for Cannon's Nylon Hosiery too.



"OUR TOWN" HAD NO SCENERY ON BROADWAY



THE SODA FOUNTAIN WAS A PLANK AND TWO CHAIRS



THE CEMETERY WAS THE BARE BACK OF THE STAGE



The narrator (Frank Craven, who played role on Broadway) appears on hill above Grover's Corners, N. H., to introduce the place, time, the characters, their simple day-by-day story.



The girl about whom story revolves is Emily Webb, daughter of newspaper editor. Aged 14 in 1901, she is troubled by adolescence, wonders if she is pretty enough to catch a man.



The boy is Emily's neighbor, George Gibbs, son of the village doctor. At 16 he wants to be a pitcher and a scientific farmer, is just becoming aware of the girl he can see from his window.

MOVIE OF THE WEEK:

Our Town

An artist clothes a strange play for the screen

Translating Thornton Wilder's Pulitzer Prize play *Our Town* from stage to screen was no easy chore. For *Our Town* was definitely a strange drama with an elusive charm. It had no scenery and little story. Its ending was supernatural and, to many, obscure. Its chief character was a narrator who, lolling against the proscenium arch, punctuated scenes with comments of his own. Its effect was to endow with universality a simple tale of life, love and death in a New Hampshire town. Its defect was to spread with too much maple syrup a slice of the U. S. scene that might otherwise have achieved the tang of reality.

All of *Our Town's* strangeness, charm, supernaturalism and sweetness has been transplanted intact, together with its narrator, into Sol Lesser's film. Because of its arbitrary theatrical form, it fits the screen uneasily at times, as if it did not quite belong. At other times it is beautiful and profoundly moving. Chief screen differences are 1) its happy ending, 2) the completely appointed settings with which Artist William Cameron Menzies clothes Playwright Wilder's bare-staged play. Shown here and on the following pages are some of the 1,200 sketches which Menzies executed for scenes, characters, costumes, lighting and camera angles.

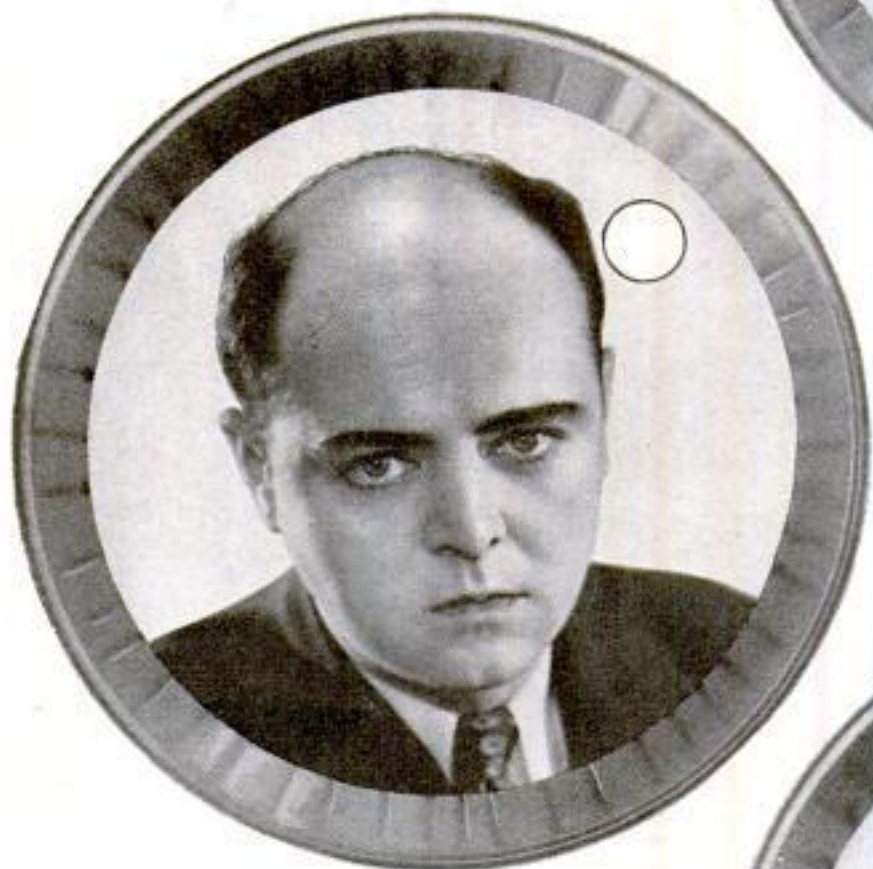
Confessions of a hat-check girl



When this fella checks his hat, you know why he's alone. His water-soaked hair dries out as wild as a caveman's. Enough to make any girl scream, "Get Kreml or get a leopard skin."



I can tell without looking that this guy plasters his hair down with greasy goo. I can feel it on the sticky, soggy leather band in his hat. You'd be surprised how much Kreml would improve his looks.



When he checks his Homburg he checks his youth. That bald pate makes him look too old to trot around with sweet young things. Tough, he didn't care for his hair when he had it.



This chap comes up with the smoothest gal you ever saw. I spotted him right away for a Kreml user . . . Lustrous, well-groomed hair — no messy dandruff scales on his coat, either.

KREML, the famous tonic-dressing, removes dandruff scales, checks excessive falling hair, and relieves itching scalp. Dresses the hair beautifully without being sticky or greasy.

Women tell us that Kreml puts their hair in splendid condition for a permanent—makes

permanents look lovelier.

Ask for Kreml at your drug-store or barber shop.

Kreml Shampoo is a splendid ally of Kreml Hair Tonic. Made from an 80 per cent olive oil base, it cleanses hair and scalp thoroughly and leaves hair soft and easy to manage.

KREML

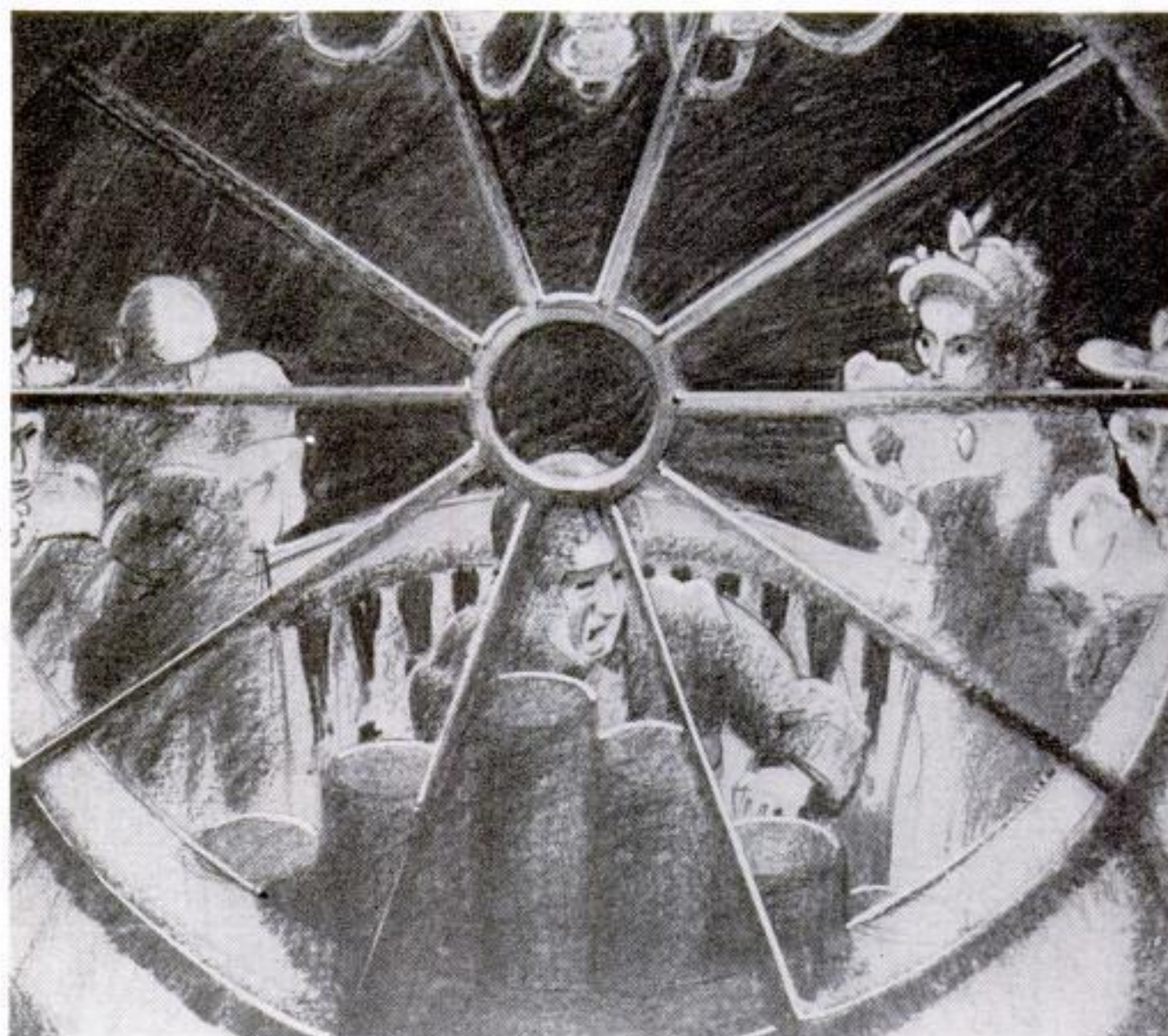


REMOVES DANDRUFF SCALES — CHECKS EXCESSIVE FALLING HAIR
NOT GREASY — MAKES THE HAIR BEHAVE

"Our Town" (continued)



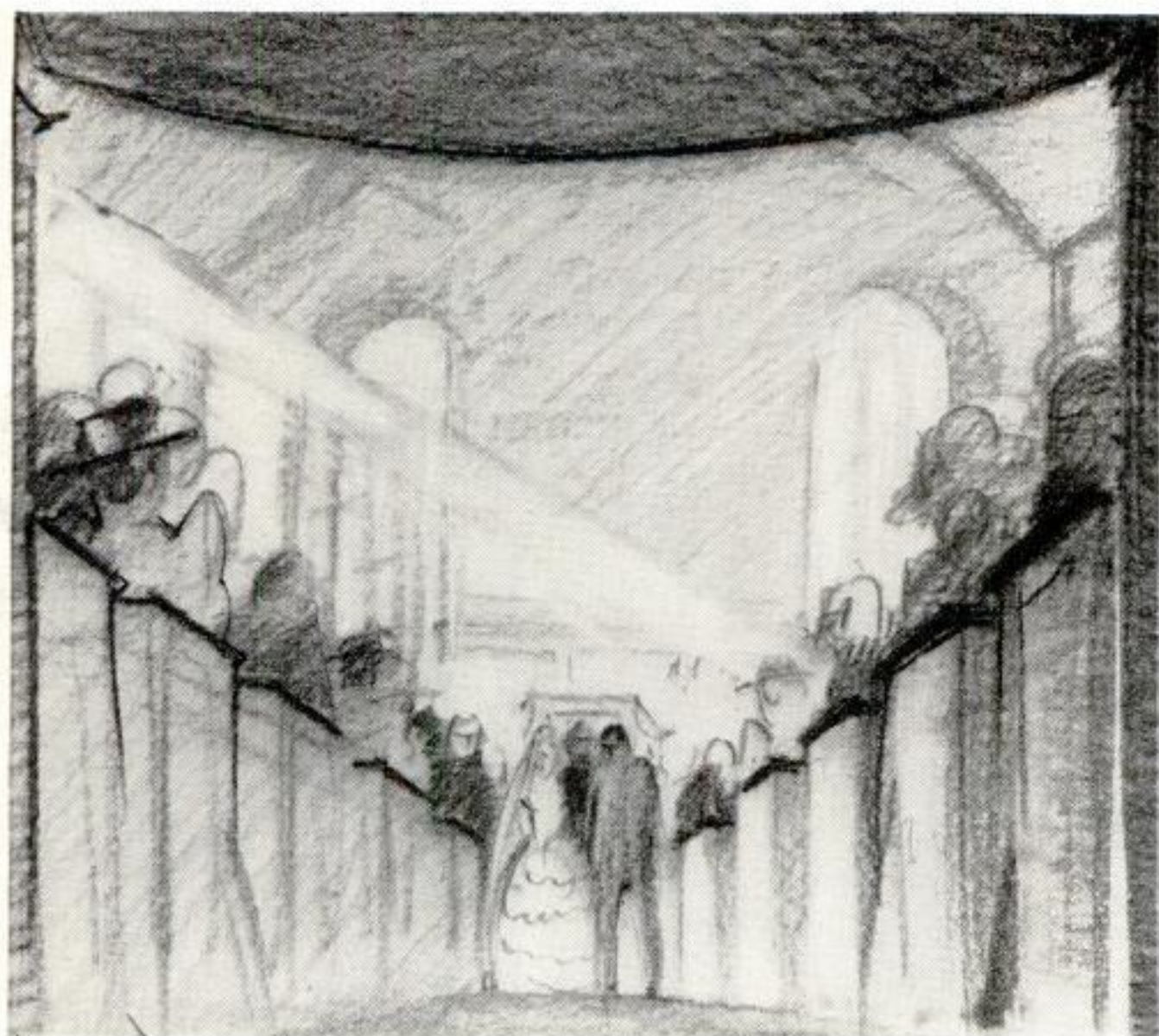
Home scene in Grover's Corners is this chat between George Gibbs and his father, wherein the young ballplayer is rebuked for letting his mother chop the stovewood.



Village choir, in which both Mrs. Gibbs and Mrs. Webb sing, is directed by Organist Simon Stimson, whose secret sorrow keeps him perpetually steeped in alcohol.



Night shadows envelop these three choir singers as they pause outside their homes after choir practice for an interlude of whispered gossip about the village drunkard.



Wedding of Emily and George culminates "love and marriage" section of *Our Town*. Omitted is the stage scene in which young bridegroom confesses fright to his mother.



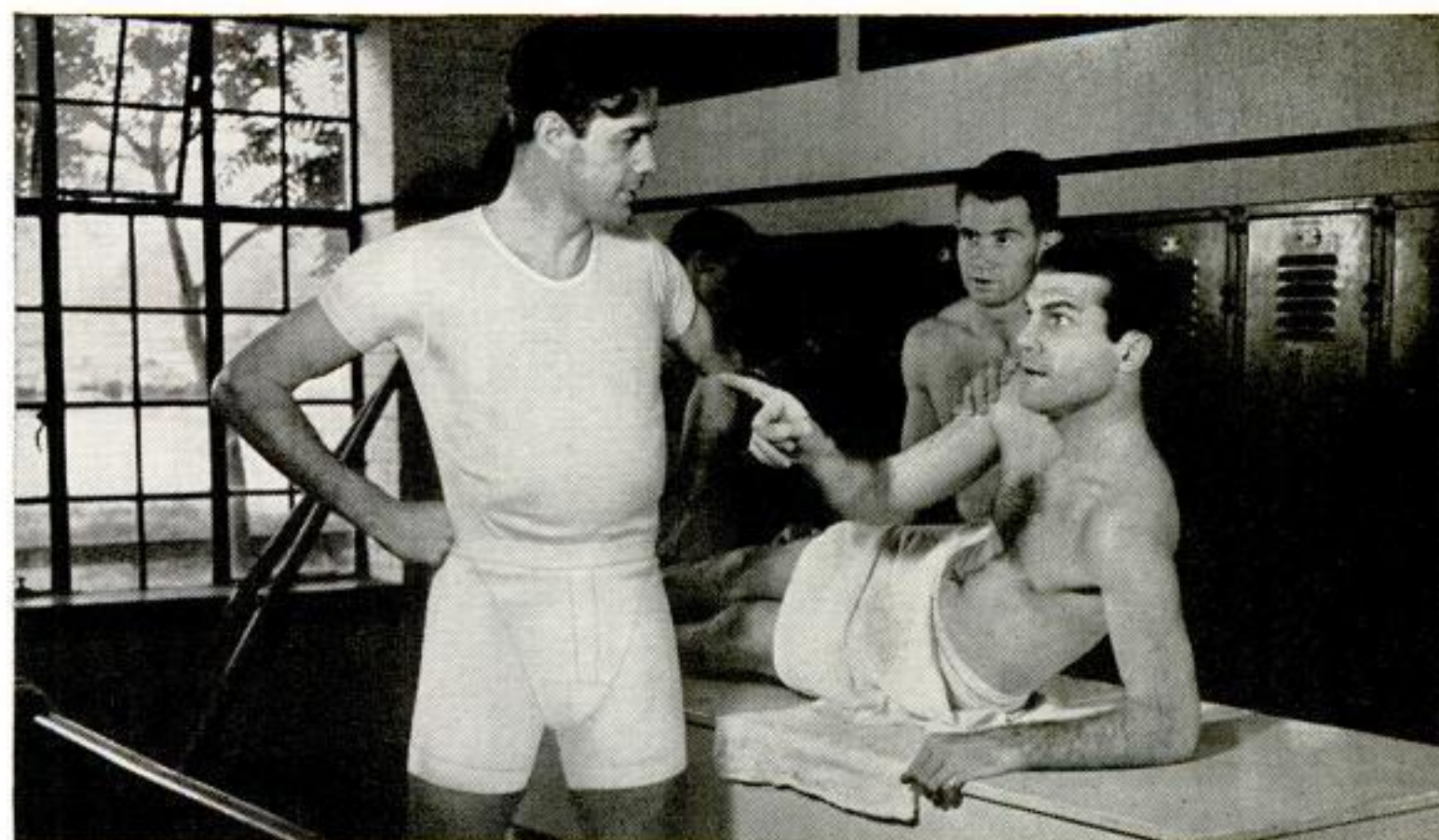
The birth of a child brings tragedy close to George as he comes up the stairs, finds Emily's mother sitting outside the chamber where the young wife is fighting for life.



Funeral procession and an eerie scene in the afterworld formed end of Wilder's play. In movie they are only a dying delirium from which Emily is saved by Dr. Gibbs.

CONTINUED ON NEXT PAGE

"What Is This...a Shell Game?"



MAC: So now I'm a "confidence man," eh? "Now you see it, now you don't!" Spill it; I promise not to tell.

DUKE: Don't stall! Wait till the Coach hears about your swiping the A.A.'s crew shirts! He'll throw you off the varsity!



MAC: So! It's the "3rd degree," eh? Look! I'll draw a map for you. *This shirt's my underwear...all mine*, courtesy of Munsingwear!

DUKE: How can you wear those hot sleeves *now*? I like to keep cool... like this...see?



MAC: "Elementary, my dear Watson"! Sweat is noble on the brow...but *not* on the armpits of my regular shirts. That's where Munsingwear's absorbent SKIT-Winger sleeves come in!

DUKE: So! The boy has a brain, too! O.K. on the wing sleeves. But get this: Munsingwear SKIT-Shorts are long on comfort and *mild* support; short on binding! How's *that* for a "needle," *Hawkshaw*?

Munsingwear Knitted SKIT-Winger Shirts, 75c and \$1.00
Munsingwear Knitted SKIT-Trunks . . . 50c and 75c

Munsingwear Knitted SKIT-Shorts, 50c and 75c
Munsingwear Knitted SKIT-Shirts, 50c and 75c

MUNSINGWEAR

Fit That Lasts!

MUNSINGWEAR, INC • MINNEAPOLIS • NEW YORK • CHICAGO



Poignant moment in Martha Scott's portrayal of Emily Webb is her death-delirium scene. Few young actresses on stage or in films could sustain her emotional pitch.

BECAUSE SHE IS TYPICAL SMALL-TOWN GIRL MARTHA SCOTT IS STAR OF STAGE & SCREEN

When Martha Scott stepped into the stage lead of *Our Town*, she had never acted on Broadway before. When she stepped into the screen lead of *Our Town*, she had never acted in films before. Yet both on Broadway and in Hollywood, within two years, she has been cited for rare talent in the strangely moving role of Emily Webb, the small-town girl of "Grover's Corners, N. H."

Perhaps this is because Martha Scott is a small-town girl herself. She was born in Jamesport, Mo. (pop.: 839). She learned reading in a school with a total enrollment of 16. She began acting in a Missouri high school. She continued at the University of Michigan where she went to become a small-town teacher. She graduated into a department-store job at \$11.50 a week. She was promoted to a job with the Detroit civic repertory theater at \$15 a week. After that came the Chicago World's Fair where, for \$25 a week, seven times a day and eight times on Sunday, she played tabloid versions of Shakespeare against Sally Rand's fan dance down the Midway. Yet so much of Jamesport, Mo., still resided in Martha Scott that when, for *Our Town*, Jed Harris needed a typical small-town girl—"the sort every man must fall in love with at least once in his youth"—she got the job. Now she lives in California's San Fernando Valley, is studying for her next role as Emma in Jane Austen's great novel.



Siesta time in her California ranch house is used by Martha Scott to relax, nibble mints, study movie script, read telegrams congratulating her on acting in *Our Town*.



"O.K. BOSS—
that's us right down the middle"



1. Hey!...look...it's gone! I've lost that screwball slice and hook. Change my swing? Nope, it was easier than that. Listen...



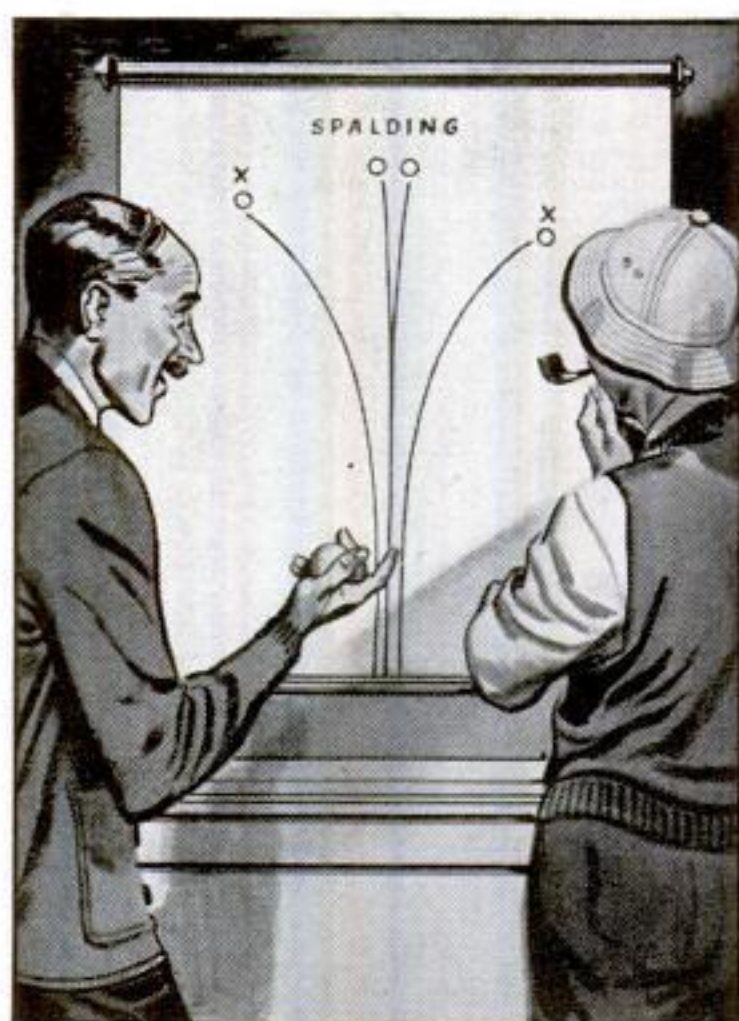
2. One day, I'm up to my ears in underbrush. Along comes Jim, our Pro. "What're you doing in there? Forget that ball, come out in the open... and put that same swing back of this Spalding..."

3. Lucky for me I listened to Jim. Now I'm splitting the fairways, cutting down strokes. What's the dope? Let Jim show you: "Most golfers don't realize it, but hooks and slices often aren't their fault at all... but are caused by an unbalanced ball. Here's an actual test. Six Spalding balls and six X-brand balls were driven out over 200 yards by a Driving Machine. Result? X-brand balls hooked and sliced an average of 20 yards. Spalding balls—less than one! That's uniform performance. Man, what a difference these perfect-balance Spalding balls can make in your score!"

©A. G. Spalding & Bros., Division of Spalding Sales Corp.



True Solution Centers—100% liquid, plus even wall thickness means perfect balance! That's why SPALDING balls go straight! Ask your Pro for DOT, DASH, or DOUBLE DOT. They'll save your game from undeserved hooks and slices.



SPALDING Golf Balls



*"At my Grandmother's Home
in Old Nashville"*

Maxwell House Coffee was served to distinguished guests, just as I serve it today. Our family has enjoyed this famous coffee ever since it was first created by Joel Cheek, who was our neighbor."

SAYS *Mrs. William Morhead Jr.*
lovely hostess of Nashville, Tenn.

*And today THE NEW MAXWELL HOUSE
IS RICHER, MELLOWER, MORE DELICIOUS THAN EVER!*



BOB: "This is what I call good coffee, Jane! Really *rich and mellow* . . . the way a man likes it!"

MARTHA: "Yes, indeed—this is the best coffee I've ever tasted, Jane! May I have a second cup, please? . . . And please tell us what kind it is!"



JANE: "Why, it's the *New Maxwell House*. You know, Maxwell House has been a tradition in our family for three generations . . . and today, it's better than ever!"

MARTHA: "Gracious, it's hard to believe they *could* improve Maxwell House—but they certainly *have*!"



AND HERE'S WHY millions are cheering for the *New Maxwell House*: You see, it has been improved in *two important ways*. First, the famous Maxwell House blend has been made even better . . . enriched with extra-flavored coffees from the plateaus of Central and South America . . .



THEN, these choice coffees are roasted by the Radiant Roast method, which brings out, as never before, *all the full, rich flavor* of this marvelous blend.

Maxwell House Coffee comes to you *roaster-fresh*, its rich goodness sealed in the super-vacuum, Vita-Fresh can. There are two grinds—Drip and Regular. Get Maxwell House today—see why it has more friends than ever in its history!

TUNE IN Thursday evening! "Good News of 1940" with Fanny "Baby Snooks" Brice, Dick Powell, Mary Martin, Meredith Willson's Orchestra. NBC Red Network.

Now—more than ever
GOOD TO THE LAST DROP



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“Son, there’s Amer



The Flying Red Horse is not only quick on the pick-up and great for long runs—he delivers all 8 good gasoline qualities for “Balanced Performance”! Fill up with Mobilgas...teammate of Mobiloil...today!

ica's Fastest Horse"



*The Sign of
Friendly Service*

THE RED HORSE in this sign is called Pegasus. You'll recognize it as the trade-mark of America's favorite gasoline.

The wings symbolize speed—nimble-footed travel—and the name Mobilgas is a word you should remember when your gauge is "low."

Mobilgas is *made* for today's sensitive automobile engines. Even though firing may exceed 10,000 times a minute—

...Mobilgas atomizes instantly, burns cleanly, delivers its charges to *every* cylinder *every* time *on* time.

Get this Mobilgas "Balanced Performance" for your car...today.

SOCONY-VACUUM OIL COMPANY, INCORPORATED
AND AFFILIATES—Magnolia Petroleum Co.—General Petroleum Corp. of Calif.

8 REASONS WHY MOBILGAS GIVES

Balanced Performance

1. Quick starts at all atmospheric temperatures.
2. Fast warm-up—flashing acceleration immediately after starting.
3. Freedom from vapor-lock—no stalling, no "cutting-out" when accelerating.
4. High anti-knock properties.
5. Minimum dilution of crankcase oil.
6. Cleanliness—freedom from dangerous gum-forming and power-clogging elements.
7. Full, smooth power for hills, highways, traffic.
8. Economy of operation every mile.

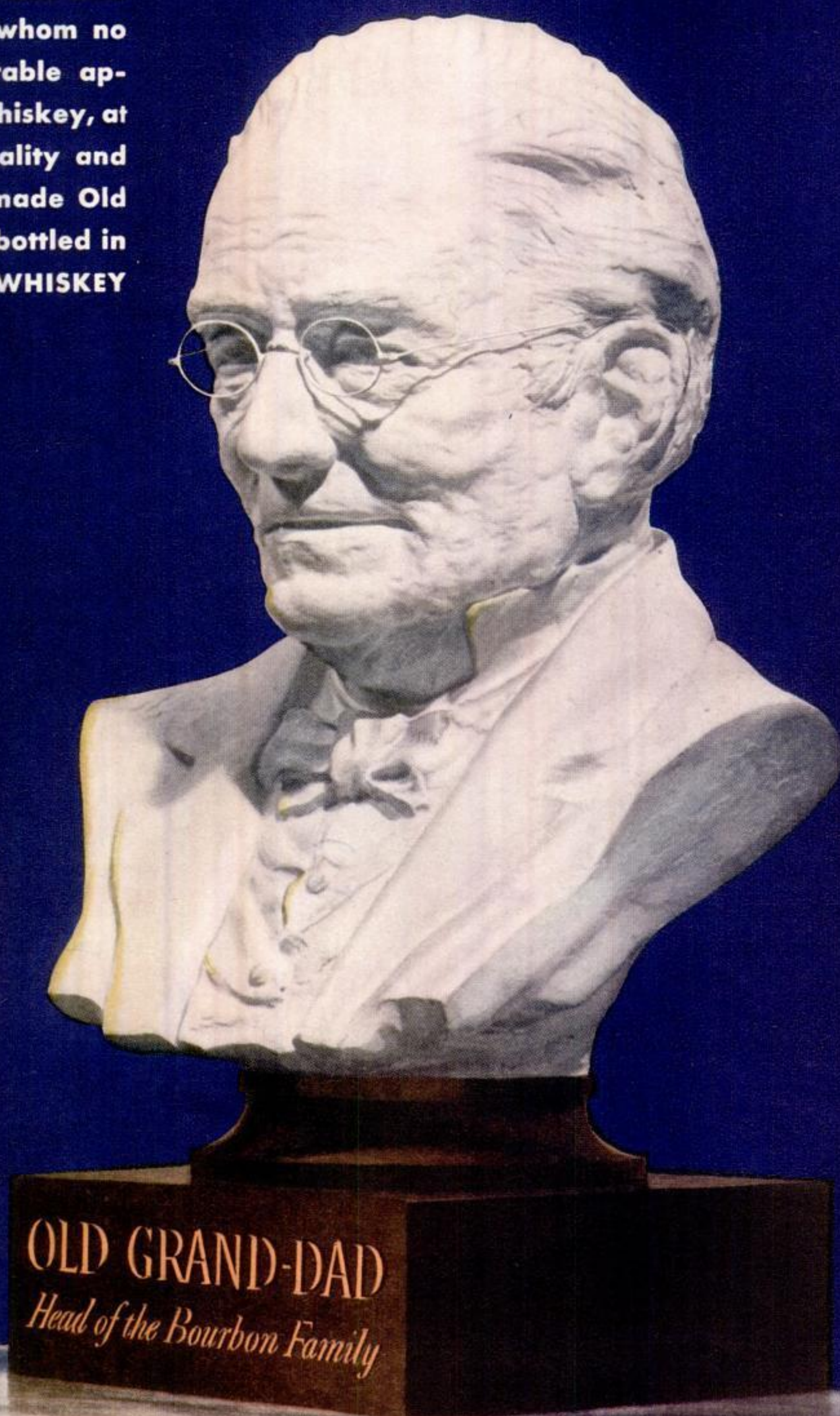
Loyal friends make

OLD GRAND-DAD

Head of the Bourbon Family

Today, as in past generations, Old Grand-Dad has a legion of staunch friends to whom no other whiskey can make a comparable appeal. For they know that no other whiskey, at any price, can offer the superb quality and the glorious good taste that have made Old Grand-Dad the largest-selling U. S. bottled in bond Kentucky straight bourbon WHISKEY

100
PROOF





LOUNGING, ROUGH-HOUSING, PRACTICING WITH PLAYERS' CLUBS ARE EMPHATIC DON'T'S FOR CADDIES. OTHERS: DON'T SWEAR, SMOKE, SHOW AMUSEMENT OR CONTEMPT

GOOD MANNERS FOR CADDIES ARE OUTLINED BY P.G.A.'S NEW CHARTS OF ETIQUETTE

Distressed by the poor manners of caddies on many U. S. links and determined to do something about it, the Professional Golfers' Association of America recently became the club-carriers' Emily Post. Rules of etiquette for caddies, in the shape of large wall charts to be tacked up in caddy houses, have gone out to P. G. A.'s 1,500 member clubs, are available to non-members for \$1. P. G. A. figures they will be seen by most of the 500,000 caddies who tramp America's 3,000 courses, hopes thus to bring new luster to

the ancient and honorable profession of bag-toting.

As an additional guide to caddies interested in improving themselves, LIFE went to New Jersey's Baltusrol Golf Club, had enacted before the camera some of P. G. A.'s most important do's and don't's. Collaborating were Johnny Farrell, the club pro, his two assistants and a couple of caddies, both of whom are considered very superior performers. The one who demonstrated the don't's has seen sufficient dullards in action to give a very good imitation.



Good caddy carries bag over shoulder, away from the body to prevent rattling.



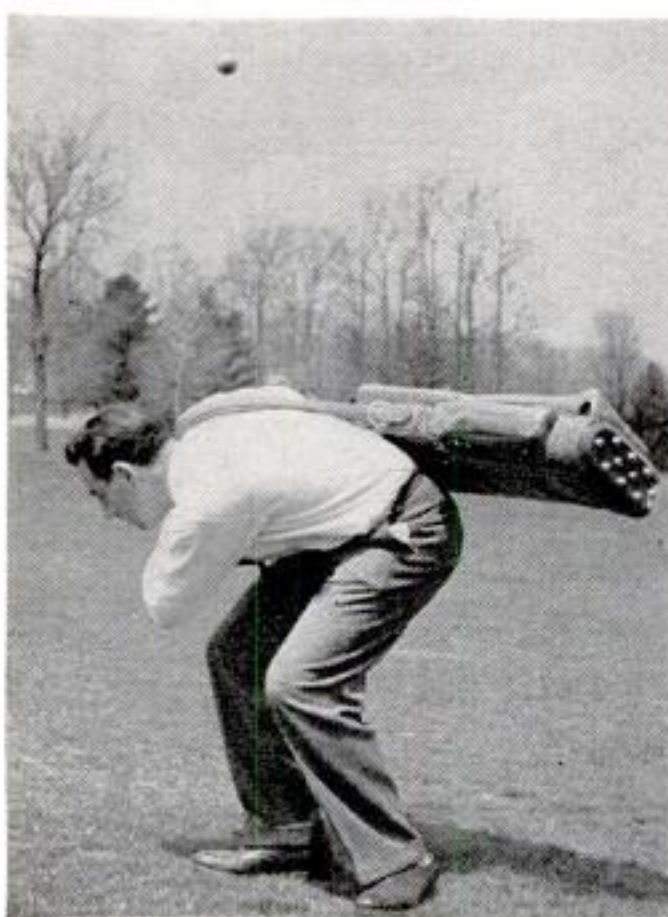
Golfer's despair is the caddy who carries a bag awkwardly with clubs in disorder.



Waiting for player, caddy should hold the bag by its rim square in front of him.



Leaning on bag or clubs looks sloppy, may warp or break shafts, damage the bag.



"Fore!" means "duck" to good caddy. Ball can strike only on his back or bag.



Stupid caddy who twists head and forgets to duck, may get the ball right in the face.



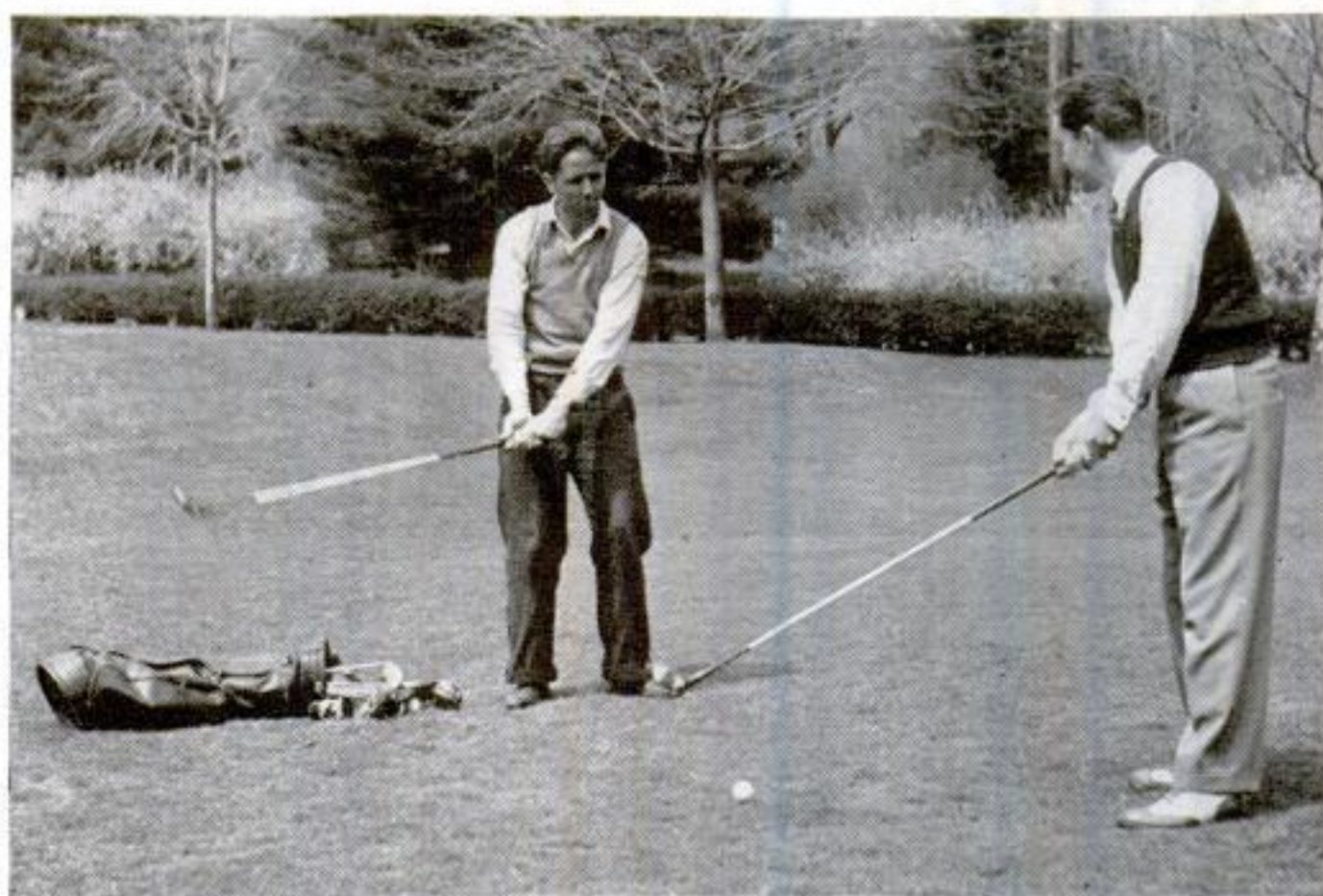
Johnny Farrell receives club handed in proper fashion with grip end toward him.



Irritated golfer reaches for wood in messy bag. The clubs should be kept in order.



As player swings, caddy stands about 10 ft. away, turned toward him (top).



Annoying are caddies who give unasked advice, demonstrate with players' clubs.



Polite caddies always stand while waiting and speak only when spoken to (top).



Sprawling on benches shows caddy has bad manners. Benches are for players.



Explosion shot out of sand trap should find caddy indicating location of cup.



Player is penalized if the ball hits bag or caddy. Here caddy should drop bag.



Holding pin, caddy should stand away from cup, keep the flag from fluttering.



With sun behind him, this caddy hampers player by casting shadow over hole.



Careful caddy replaces all the divots his player takes, smoothing the turf with toe.



A careless heel mashing down cut turf damages course by exposing grass roots.

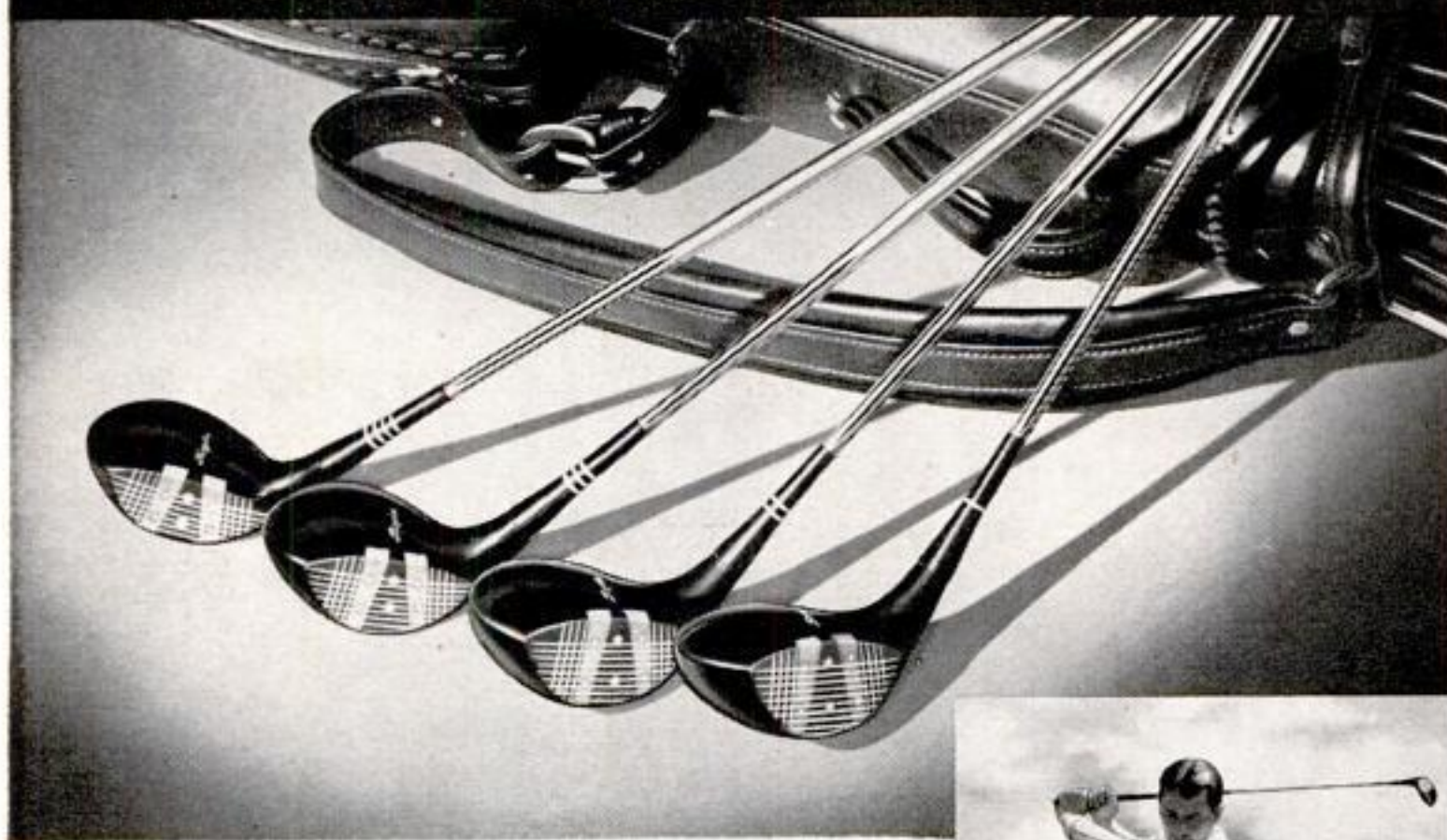


In pro shop, the caddy should put his player's bag away in its proper place.



Slacker finishes up a bad job by dumping bag on the floor, leaving it there.

GOOD NEWS for Golfers from Coast to Coast

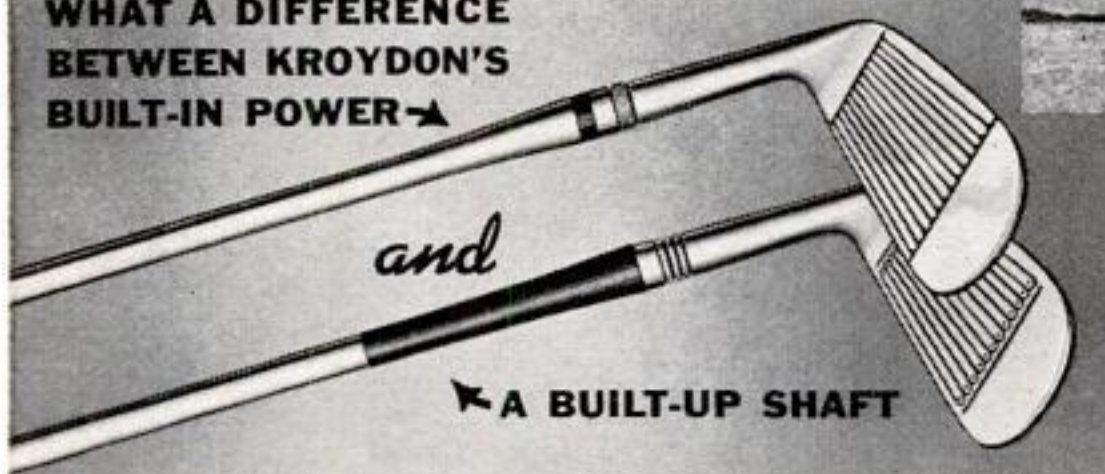


In addition to those exclusive features which have made Kroydons "America's No. 1 Golf Clubs," this year sees improvements and refinements that lift these world-famous clubs even higher in public favor. Take the New De Luxe Woods (Model 962) shown above. A triumph of fine club-making if there ever was one! Priced \$15 each—AND WORTH IT! Other woods \$5 to \$12.50. Irons \$5 to \$10. For Booklet write: The Kroydon Co., Maplewood, N. J.



It's hard to put into words the feeling of confidence and sureness Kroydon Clubs give you.

WHAT A DIFFERENCE
BETWEEN KROYDON'S
BUILT-IN POWER—



See How Kroydon's HY-POWER shaft tapers down from the grip. How it tapers out again just above the hosel, forming a sturdy steel shoulder that gives these clubs added strength. But look at other clubs! The celluloid or composition collar at this point simulates Kroydon's famous patented shaft in appearance but it can't give you POWER!



KROYDON'S "LEFTIES"
Now, Kroydon Irons for left-handed players! Forged with an offset and having all of those famous Kroydon features. Woods, too. Prices, model for model, are identical with Kroydon's right-handed clubs.

**Kroydon's RHYTHMIC Feature
Fits the Club to the Player
as Never before!**

For the "hitter" the RHYTHMIC Shaft is grooved just above the hosel as shown above. This brings the feel and action down near the club head—improves the timing of the player with A WALLOP! For the "swinger" the grooving is up near the grip. This carries the feel up the shaft, increases leverage and improves the timing of the player with an even rhythmic swing so that he's YARDS longer!

Kroydon
CLUBS FOR BETTER GOLF

On what new way to entertain do these famous people agree?



Mrs. H. V. KALTENBORN—
(Wife of the famous radio commentator)
"... even my most finicky guests..."



Mrs. FRANK BUCK—
(Wife of famous wild animal collector)
"... they 'explore' among the side dishes..."



JAMES MONTGOMERY FLAGG—
(One of America's foremost illustrators)
"... step up and mix your own..."



Mrs. HENDRIK Van LOON—
(Wife of the famous author and historian)
"... chicken, anchovies, cheese, eggs..."

It's the Wesson Salad Bar!

Yes, these famous people agree on the smartness of the Wesson Salad Bar—and pass along to you this fresh idea for buffet supper, large bridge party, or whenever you entertain informally.

You arrange your Salad Bar in the dining room—buffet style. And then invite your guests to step up and "mix their own." They start with the cool, crisp salad greens brightened with Wesson Oil and seasonings. Then every guest explores among the side dishes you have prepared, choosing from chicken, ham, anchovies, cheese, eggs—selecting exactly the "extras" he loves best and thus making his very own preferred Salad Bowl. Even your most finicky guests shout hurrahs for the Wesson Salad Bar—and for the "good provider"—YOU.

Here's an idea for a Wesson Salad Bar:

FIRST Prepare and arrange on small plates around the Salad Bowl.

Chicken and cheese cut in thin strips
Sieved hard-cooked eggs
Anchovies or smoked herring
Finely chopped green pepper, chives
Sliced radishes

THEN Mix in Salad Bowl.

1/2 teaspoon salt
1/4 teaspoon pepper
1/4 teaspoon dry mustard
1/4 teaspoon paprika
Dash of anchovy paste } optional
Touch of garlic }
1/2 cup Wesson Oil
2 tbs. vinegar or lemon juice

This is enough for a salad for six. Then place chilled, torn lettuce or other greens in the Salad Bowl and toss all together.

NOW—Serve a portion of green salad to each guest; let him add his own selections from the side dishes. He then mixes these with his salad to get the tang of the dressing.



Send for FREE Booklet—"The Wesson Salad Bar"

WESSON OIL & SNOWDRIFT PEOPLE, DEPT. RR
210 Baronne Street, New Orleans, La.

Gentlemen: Please send me free your new booklet "The Wesson Salad Bar"—all about the smart, new way to serve the Wesson Salad Bowl.

NAME _____
ADDRESS _____
CITY _____ STATE _____



Jury votes on three paintings by Robert Philipp and unanimously selects *Derelicts* (right, LIFE, April 8) to hang

at the Cranbrook-LIFE exhibit. Here to Budworth's warehouse in New York 60 artists were invited to send three

paintings apiece, from which six jurymen made final selection of one. They spent four hours voting on 180 paintings.

CRANBROOK-LIFE EXHIBITION

GREAT DETROIT ART CENTER HOLDS A DEMOCRATIC SHOW OF 60 PAINTINGS BY LIVING AMERICANS

Last week a war-worried crowd of some 1,000 leading artists and art patrons took time off from looking at headlines and maps of battle. They came from all over the country to see the opening of an art exhibit in the Detroit suburb of Bloomfield Hills, Mich. In three big galleries of the Cranbrook Academy of Art they looked at 60 American paintings which, in their own way, were the headlines and maps of peace.

Sponsored jointly by Cranbrook and LIFE magazine, this exhibit was chosen by a jury of six art experts of nationwide prominence. They were John Sloan, artist and teacher; Roland McKinney, director of the Los Angeles Museum; Clyde Burroughs of Detroit's Institute of Arts; Zoltan Sepeshy of Cranbrook; Forbes Watson, Federal Art adviser; and Margit Varga of LIFE.

The Cranbrook-LIFE exhibit will remain open until June 2. Most visitors to it will drive 19 miles north of Detroit into a countryside of hedges and apple orchards. Cran-

brook stands on a luxurious 300-acre estate that once belonged to Publisher George Booth of the *Detroit News*. In 1927 Booth gave most of this estate for the building of a school community. He endowed it with \$17,000,000. He brought artists from all over the world to teach at the new Academy of Art. From Hungary came painter Zoltan Sepeshy. From Finland came

Eliel Saarinen, renowned architect. And from Sweden came Carl Milles, one of the greatest living sculptors. Booth also provided fine instruction in pottery, weaving, industrial arts.

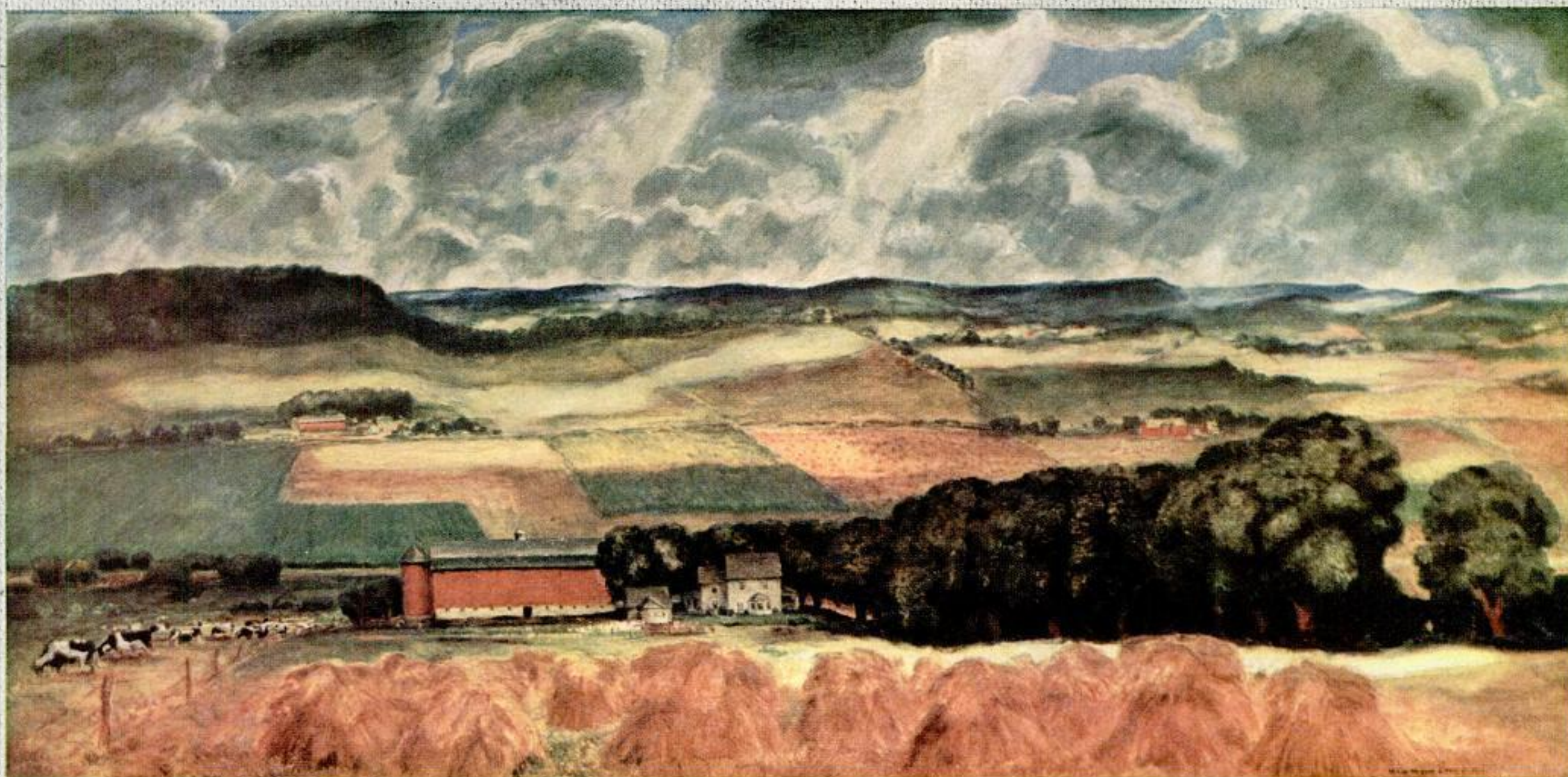
On the next pages are reproduced 20 paintings from the Cranbrook-LIFE show. Some of them are by foreign-born artists who have found creative freedom in this new homeland.

Today the Cranbrook Academy of Art and its current exhibit stand as a symbol of America's increasing responsibility as a democratic world art center, enriched alike by a Corbino of Sicily, a Kuniyoshi of Japan, a Biddle of Philadelphia and a Joe Jones of Missouri.



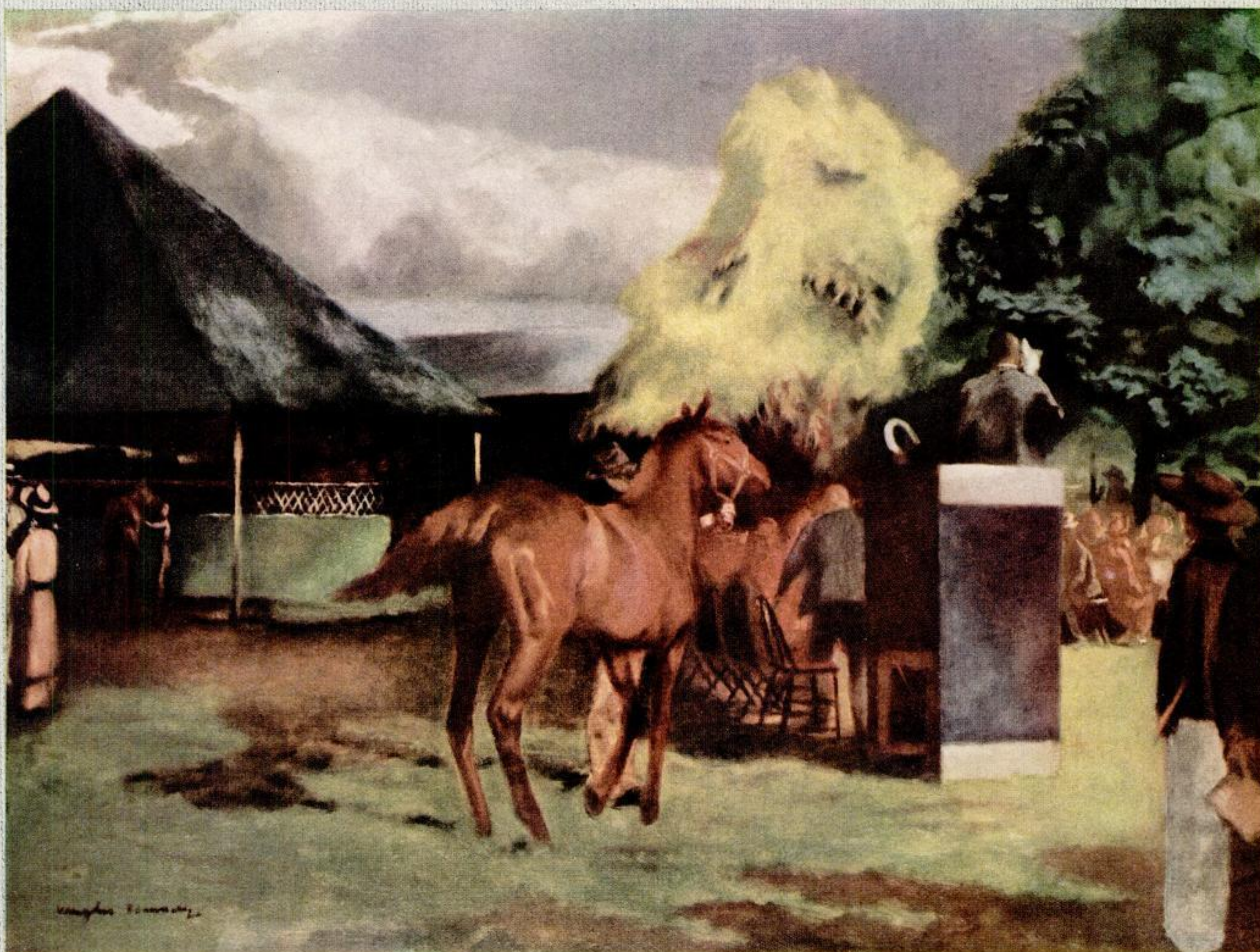
Cranbrook Academy of Art includes these studio buildings designed by Eliel Saarinen, Finnish

architect. Sculptured fountains were done by Carl Milles, Cranbrook's most famous teacher.



JOHN CURRY in this *Wisconsin Landscape* paints the magnificent sweep of rolling farmlands 15 miles southwest of Madison. The typically Wisconsin farmstead in foreground was not in the landscape but was painted in by Curry. Filling the long rectangular space was a difficult

problem, but Curry solved it by his shifting bands of sunlight, and created perfectly the air of a cloudy August day when wind carries the smell of new-mown hay. This is John Curry's latest work. He says: "I worked two years at it, off and on. I feel it is my greatest landscape."



VAUGHN FLANNERY in *Item 9, Man o' War* paints the portentous moment when Man o' War as a colt was auctioned in 1918 at Saratoga. Man o' War, listed as Item 9, was sold to Mr. Riddle, famous Maryland horseman, for \$5,000. Within two years, Man o' War earned his owner

\$249,465 by racing and, later, thousands in stud fees. His sons and daughters have since won millions. Painter Flannery is a director of Maryland Jockey Club, and in his Maryland stables, owns two of Man o' War's descendants. Last year *Item 9* was hung at the Carnegie show.

CONTINUED ON NEXT PAGE



EDWARD HOPPER in this Cape Cod sailing scene, *Ground Swell*, creates a symphony in blue. Hopper is a sailing fan but his wife keeps him off boats because "He's too good a husband to lose that way."



JON CORBINO from his studio window overlooking the sea at Cape Cod watches fishnets being hauled ashore as he paints them here in *Fishermen*. Born in Sicily, Corbino excels at lusty studies of bulls, horses and outdoor hubbub.



DORIS LEE of Woodstock, N. Y., paints with a frisky brush. She calls this *The Widow* because "widows usually have their hands full." Here on her hands a widow has horses scared by a snake (right).



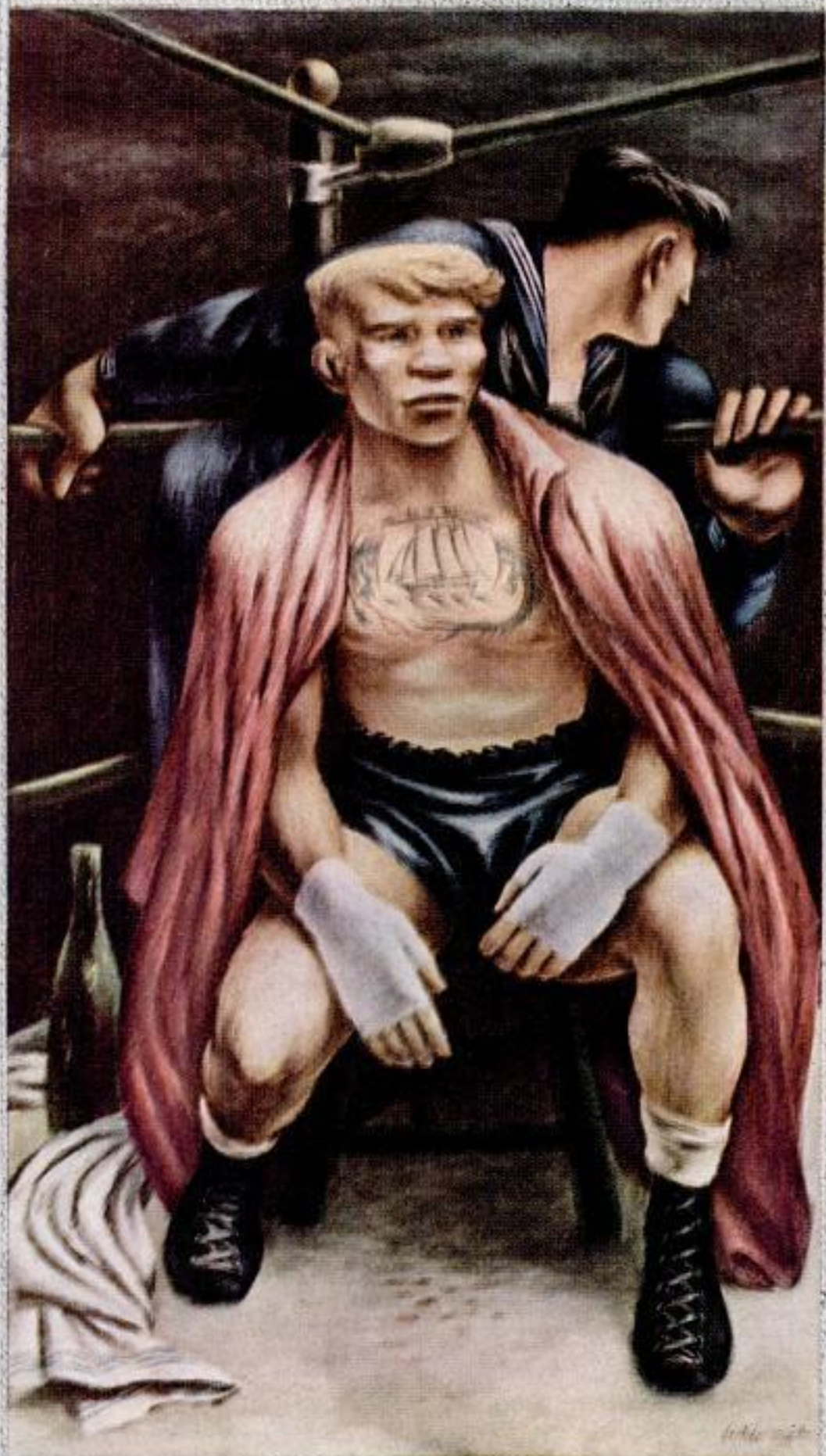
ZOLTAN SEPESHY, painting director at Cranbrook, did *New England Siesta* in tempera paint made of dried milk curd. This amused an old farmer, watching Sepeshy paint, who chuckled to see his cows perpetuated by their own product.



PAUL SAMPLE, artist-in-residence at Dartmouth, calls this auction scene *Matthew 6:19 or Lay not up for yourselves treasures upon earth*. Abed in the sky is deceased lady watching her goods being sold.



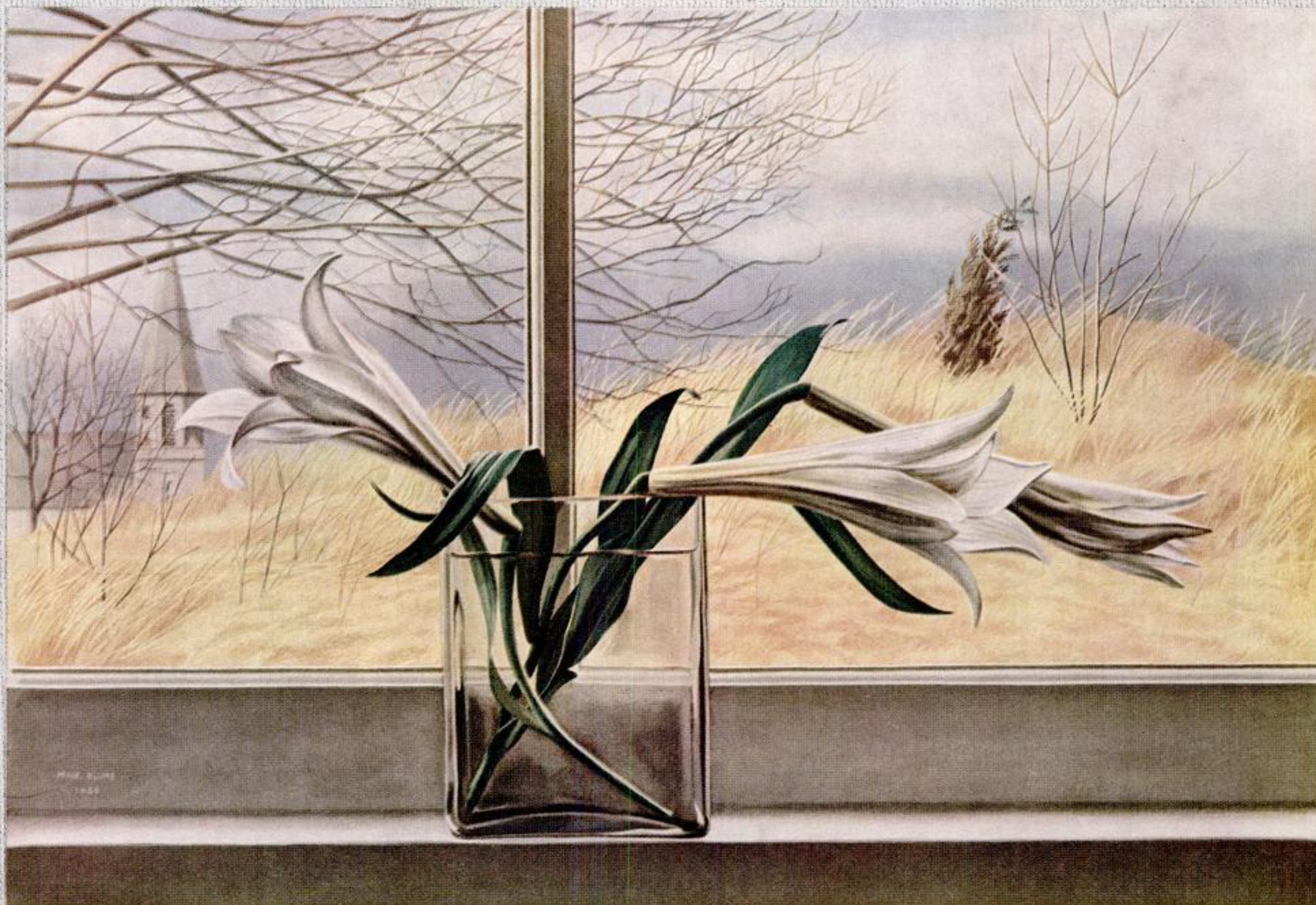
JOE JONES painted *Dust Storm* on a Guggenheim Fellowship, granted him so he could make a pictorial study of the dust bowl. Jones, 31, is a Missouri boy who also paints murals and portraits, lectures on art in New York.



FLETCHER MARTIN from California served four years in Navy, did *A Lad from the Fleet* from memory of his own shipboard bouts as light heavyweight.

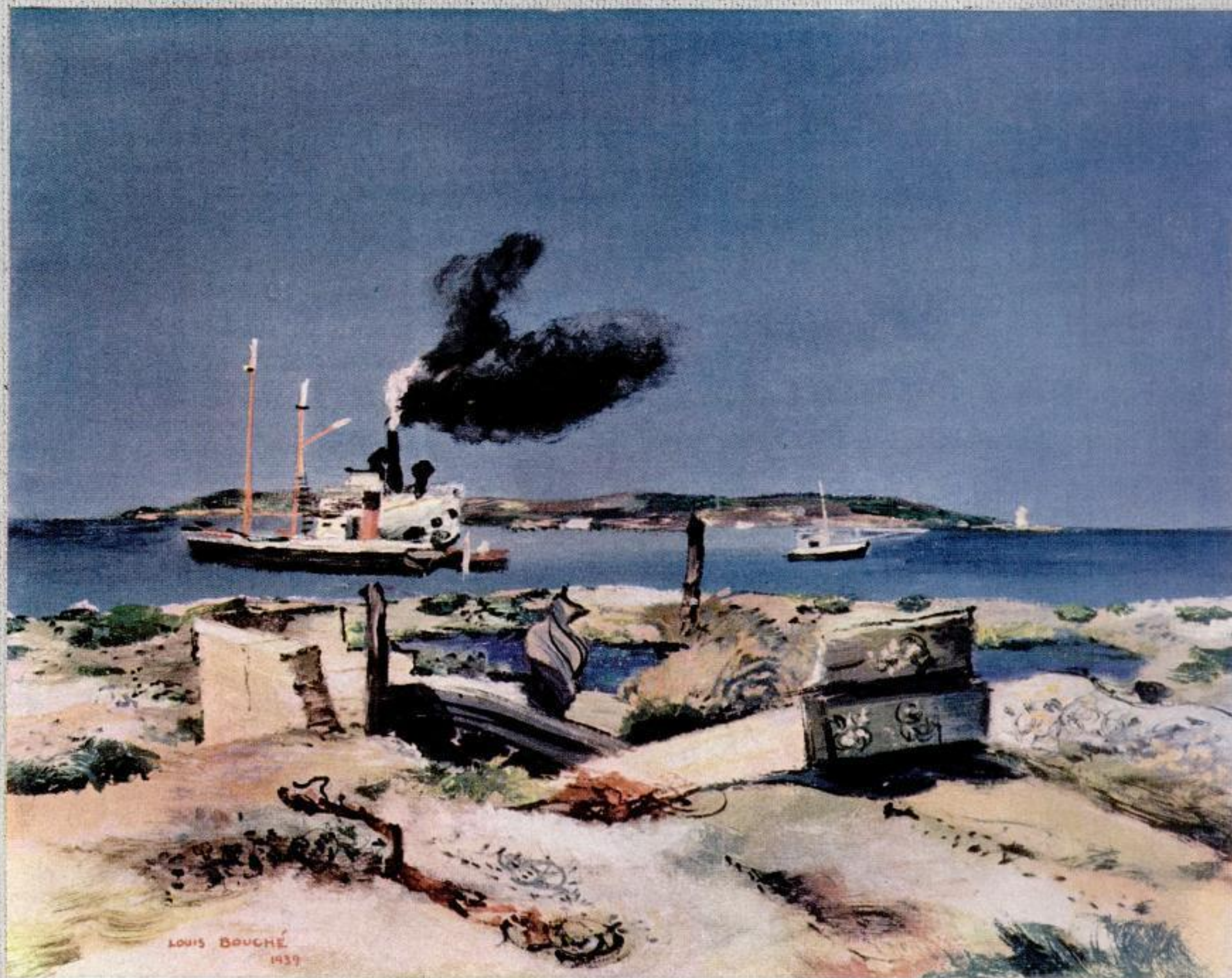


PAUL CLEMENS did *South Wind* during a Milwaukee heat wave, which he says accounts for languid pose of the model. Clemens creates a beautiful harmony between her sun-tanned complexion and the basket of tawny fruit.



PETER BLUME did *Lilies* soon after painting his famous surrealist attack on Fascism, *The Eternal City* (LIFE, Dec. 6, 1937), which took three years. He calls *Lilies* "one of my happy pictures,"

dashed it off in a month. Here you look through his window at the little Congregational church down the road from his Connecticut farmhouse. Notice how steeple repeats shape of the Easter lilies.



LOUIS BOUCHÉ painted this scene called *Long Island Sound* on the tip of Long Island near Montauk Village. Out of such prosaic things as the smudge of smoke from a ferryboat and the slabs of a broken concrete foundation

in the foreground, he has composed a crisp, lively landscape. Louis Bouché has done all kinds of art from decorating bars on trains to painting murals for Radio City Music Hall and for the Department of Justice Building in Washington.

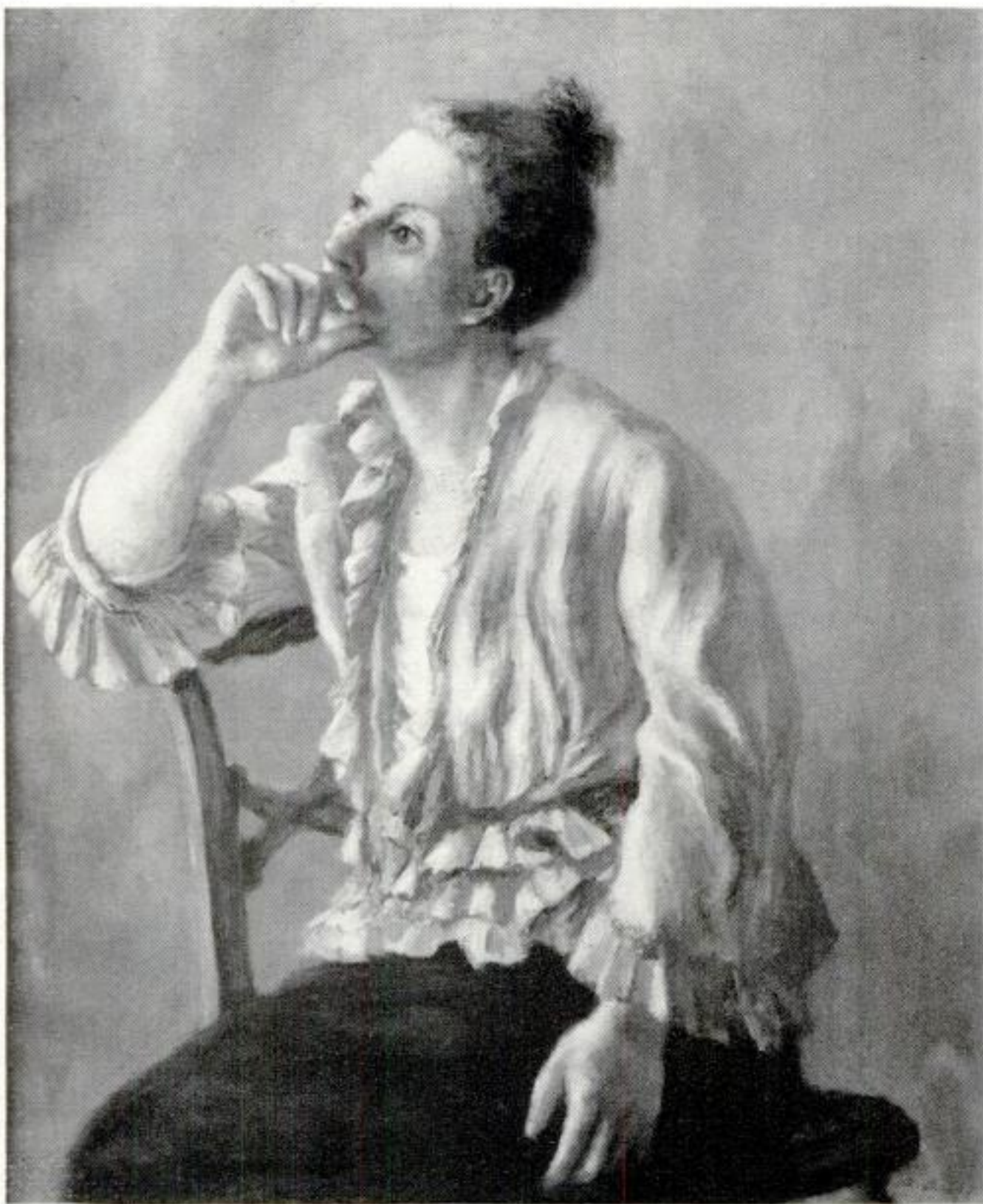


AARON BOHROD began painting *Blackhawk Street, Chicago* in hot July. Dissatisfied with his start, he set it aside until months later he saw this same scene after a snowfall. "Then I saw just what my canvas needed to put

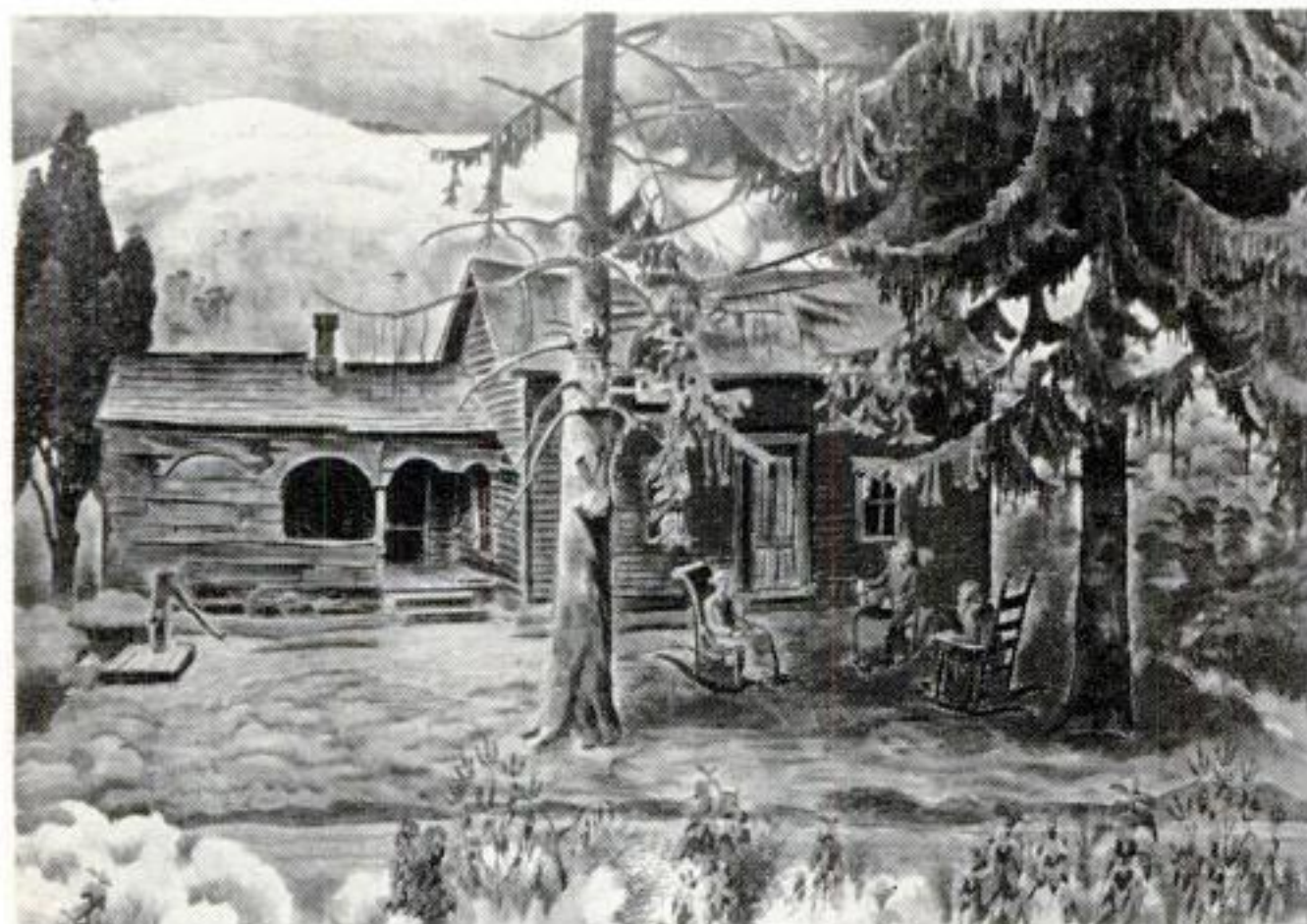
it across," says Bohrod. "I superimposed the wintry aspects of the street over the start I already made." Born of Russian parents in Chicago, where he lives today, Bohrod, 33, paints mundane city scenes with humor and gay color.



ERNEST FIENE, in his bold style did *Razing Old New York Post Office* last year as part of a series on New York in transition during past decade.



ALEXANDER BROOK used famous Greenwich Village model Ann Gutkin (LIFE, Sept. 19, 1938) for this wistful portrait, *Sentimental Ideas*.



CHARLES BURCHFIELD paints farmhouse in northern New York, calls it *Evening* because the old people on lawn are in the evening of life.

CONTINUED ON NEXT PAGE

Mrs. C. Henry Mellon, Jr., of New York, is celebrated among her friends for her delightful supper parties. An all-round sportswoman, she spends part of each year on Long Island.



"What I need for my skin care"

QUESTION TO MRS. MELLON:

Mrs. Mellon, would you mind saying how you keep your skin so smooth and clear?

ANSWER: "It's no secret. I've found the use of Pond's 2 Creams just what I need for my skin care. But I do like to use both—the Cold Cream for thorough cleansing and the Vanishing Cream to smooth my skin for powder."

QUESTION: Do you find it difficult to protect your skin against sun and wind when you're outdoors a lot?

ANSWER: "Oh, no—my regular use of Pond's Vanishing Cream helps take care of that. I can smooth little roughnesses away with just a single application!"

Active in Society

But they BOTH
Guard their Complexions
this Famous Way

Busy Keeping House



"So easy—inexpensive, too!"

QUESTION TO MRS. MOORE:

Can a busy housewife find time to give her skin proper care, Mrs. Moore?

ANSWER: "Yes. Pond's 2 Creams make good skin care so easy—inexpensive, too. And I always save a little extra by buying the large jars—they're even more economical than the smaller sizes!"

QUESTION: Do you think the average husband notices his wife's complexion and make-up?

ANSWER: "Indeed I do! That's why I'm careful to keep my make-up attractive by cleansing my skin with Pond's Cold Cream and smoothing it with Pond's Vanishing Cream."

Mrs. James W. Moore, of Mt. Lebanon, Pa., mother of two growing children, takes advantage of Friday food bargains. (At right) Midnight snack. Mrs. Moore pours coffee, Mr. Moore carves.



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TRIAL
BEAUTY
KIT

POND'S, Dept. 21CV-E2, Clinton, Conn.
Rush special tube of Pond's Cold Cream, enough for 9 treatments, with generous samples of Pond's Vanishing Cream, Pond's Liquefying Cream (quicker-melting cleansing cream), and 7 different shades of Pond's Face Powder. I enclose 10¢ to cover postage and packing.

Name _____

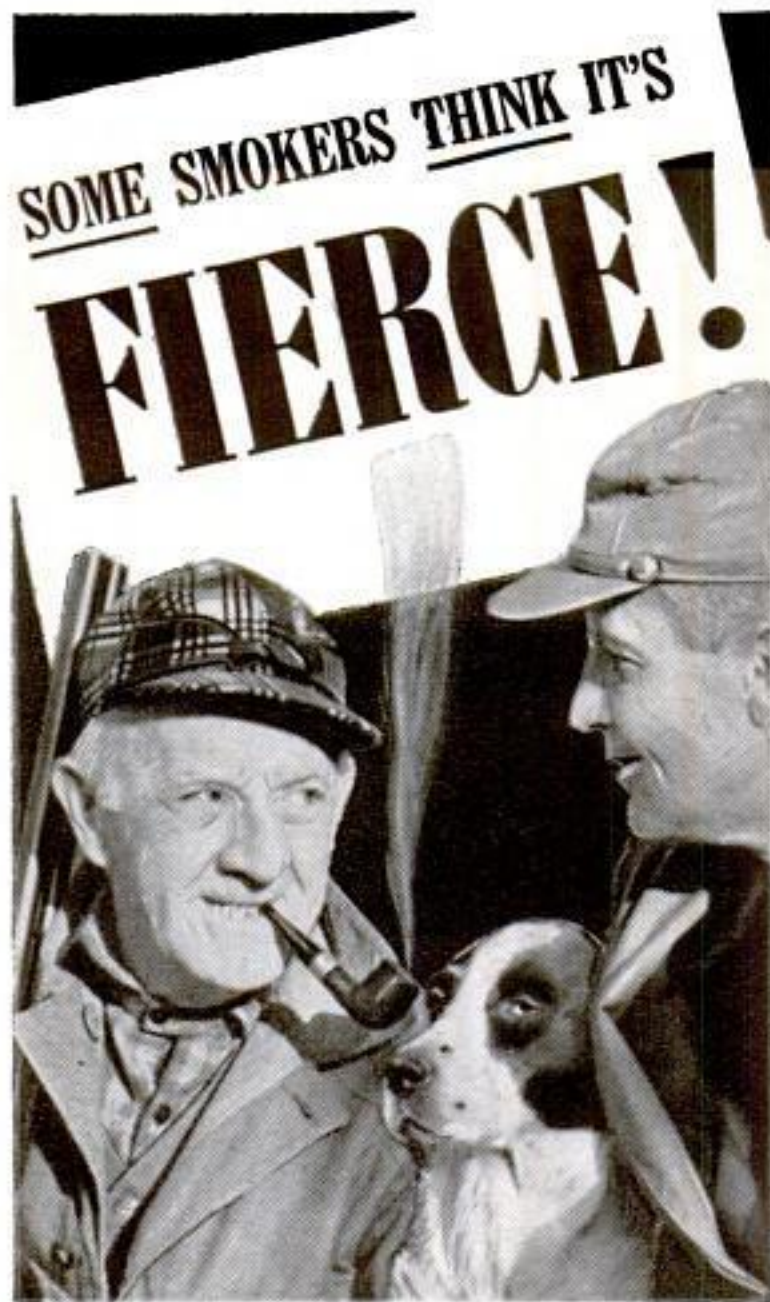
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City _____

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Others *know* there's no tobacco on earth that equals this truly AROMATIC pipe mixture

Some people don't like anything that's *new*.

Here's such a new, *different* smoking-experience that some men don't like it. But thousands of smokers won't touch any tobacco but Bond Street.

Bond Street's like expensive custom-blends in flavor, fragrance and bite-free coolness. Contains rare aromatic tobacco never before used in a popular price mixture. Even women approve Bond Street's aroma.

In fairness to yourself, spend 15¢ for a generous pocket-tin of Bond Street today!



Today—try a tin of
BOND STREET
Pipe Tobacco

A Product of PHILIP MORRIS



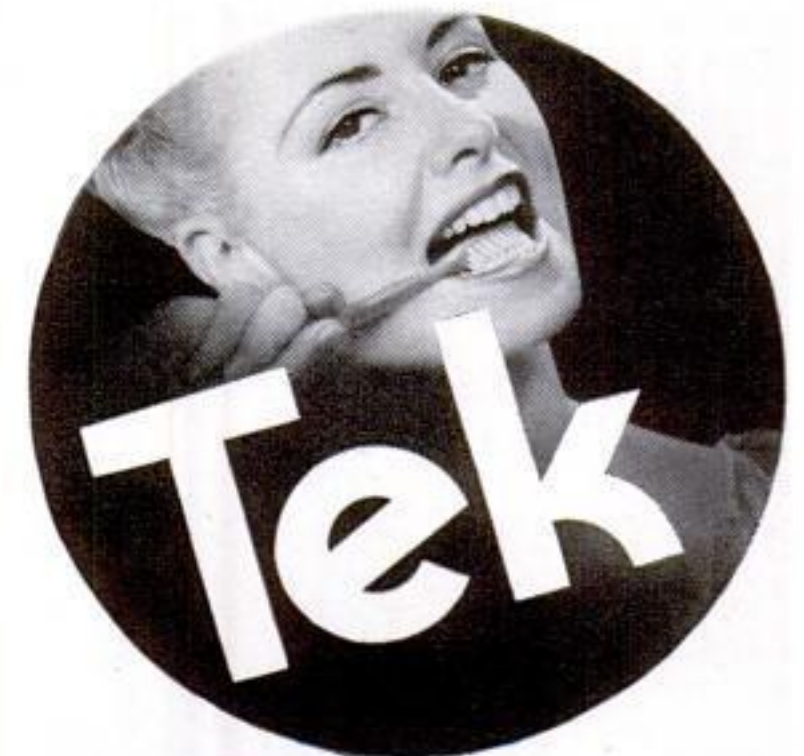
EUGENE SPEICHER in this lovely portrait of Ann Chapman, wife of a New York artist, displays the classic serenity which is Speicher's hallmark. He named the picture *Alicia* because it sounded more romantic.



HENRY BILLINGS creates in *The Descent* a clean, dynamic composition out of such varied things as a parachute jumper and oil tanks. Billings has just been appointed to teach at New York's Art Students League.

AMAZING

new tooth brush
has 6 times longer
life than before



regular 50¢ value, now

23¢

JOHNSON & JOHNSON GUARANTEE

This is the same, improved-quality Tek, introduced last year at 50¢. By an exclusive process, Tek lasts 6 times longer than before.

For WELL-GROOMED NAILS!

The Wigder File has Triple-Cut Teeth. Stays sharp, does not grate, leaves nails smooth. Round and Cleaner Point guards skin. At drug, and 10-cent stores.

Guaranteed as advertised in Good Housekeeping.

MADE IN U.S.A. 10¢

Wigder quality costs no more

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NAIL FILES • TWEEZERS • NAIL CLIPS • SCISSORS

-and LIGHTS PIPES in a Gale

ZIPPO ALWAYS WORKS, anywhere, in any weather. Permanent wick, big fuel supply, gadgetless design.

LIFETIME GUARANTEE (no one ever paid a cent to repair a ZIPPO). ASK YOUR DEALER.

\$3.00 with lifetime engraved initials in color. Silver-like case. Shipped in Gift Box.

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ZIPPO Windproof LIGHTER

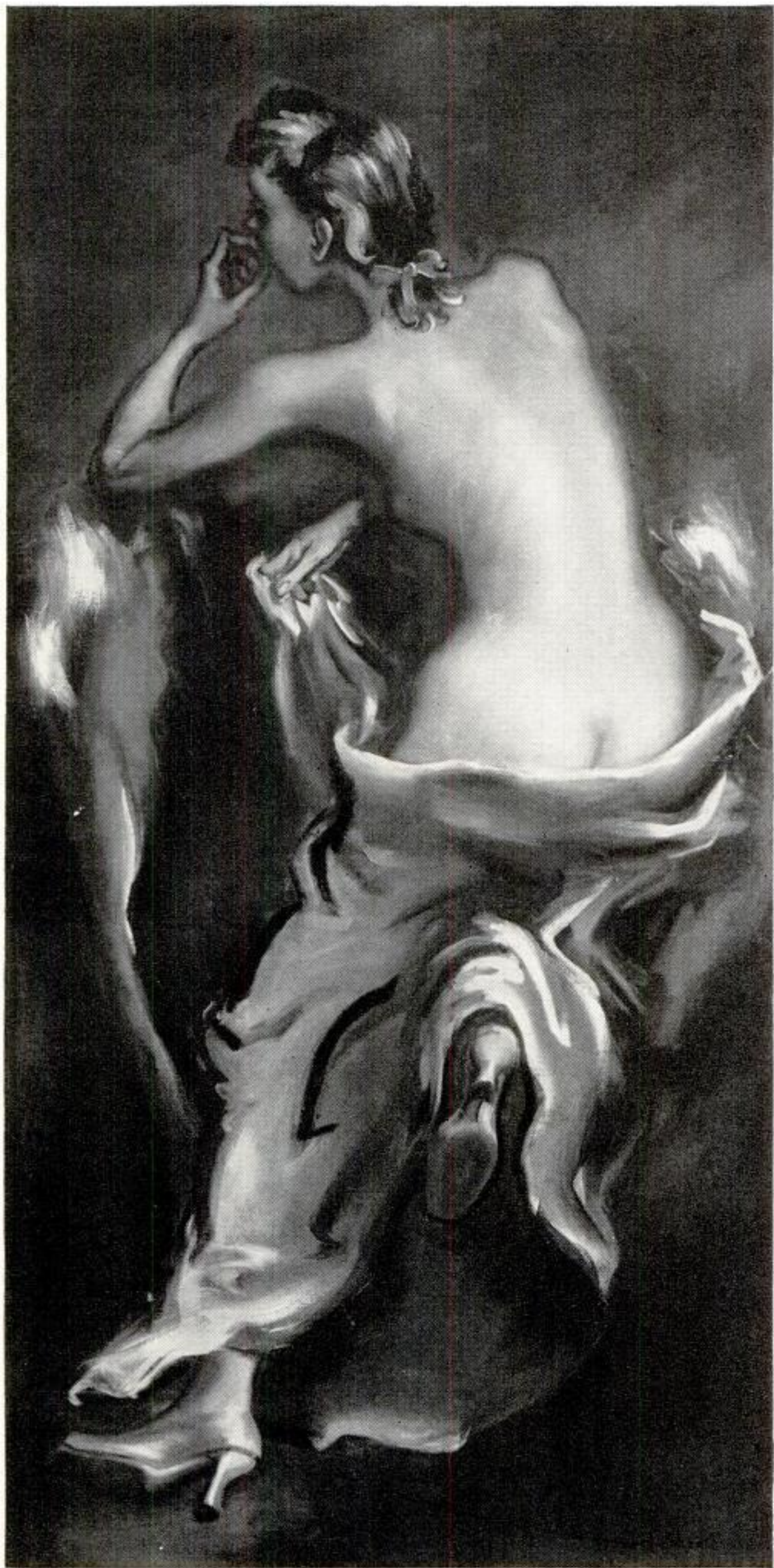
PLAIN \$2

Rich with the facts and the art of our exciting age, **FORTUNE** is a history of today and a book to save for tomorrow.

BEANS
TASTE *better* WITH
A-1 SAUCE



WILLIAM GROPPER, noted cartoonist and satirist, takes a gloomy view of things in this recent painting, *Civilization*. Here human beings are clubbing each other to death while buzzards wait above for a big dinner.



JOHN CARROLL of Detroit and New York is at his characteristic best in this glowing, swirling *Draped Figure* painted with some of El Greco's intensity but with more of Carroll's own love for luscious, ethereal ladies.

Join the big parade to the New 50% faster OLD DUTCH CLEANSER

MAKES
CLEANING
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SPARKLE

FASTER
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CUTTING

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GOES SO FAR

KIND TO
HANDS

CUTS GREASE
LIKE LIGHTNING

SPEED WITH
SAFETY
Doesn't Scratch

It took years of research, plus a new magic-like grease-cutting ingredient, to bring you the *New 50% Faster Old Dutch Cleanser*. It cleans with whirlwind speed... brings a swift, brilliant sparkle without hard rubbing! It's kind to hands; doesn't scratch because it's made with Seismotite; thrifty because a little goes so far. Get the *New Faster Old Dutch Cleanser* today, in the same familiar package. Watch it work magic on greasy pans, sink, bathtub, washbasin, glass and painted surfaces!

Actual all-over length of knife, 7 3/4"; blade, 4"

Flexible, Quikut, stainless blade

Keen cutting razor-grind edge.

Imported cocobola handle, fastened securely with brass rivets

It's NEW!

Double-purpose "Junior" size SPATULA-PARING KNIFE

Worth 50¢ for only 15¢
and the windmill picture from 1 Old Dutch label

Combined in one handy knife... all the advantages of a small spatula and paring knife! The flexible blade is perfect for loosening cakes and muffins from tins, lifting cookies, creaming and spreading. The Quikut Razor-grind edge slices, peels, minces.

Mail coupon today! This offer good only in U. S. while supply lasts. Order as many QUIKUT SPATULA-PARING KNIVES as you wish. Send 15c and the windmill picture from 1 Old Dutch label [complete label not required] for each spatula wanted.

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I am enclosing _____c and windmill pictures from Old Dutch labels for which please send me _____ QUIKUT SPATULA-PARING KNIVES.

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George M. Cohan wears half a smile as the gay, philosophical vagabond who puts the world to rights. In this un-

usual photograph you can see the merry or serious side of Cohan's nature by covering half of his face with your hand.

COHAN'S RETURN

Dean of comedians revives favorite role in "Return of the Vagabond"

Twenty years ago an unsuspecting audience attended the New York opening of a play called *The Tavern*, produced by George M. Cohan. When the curtain rose the clock on the stage said midnight, thunder crashed, and terrible things began to happen. Not until the play was over did some critics realize *The Tavern* was a burlesque melodrama. Most of them were as dazed as one character who babbled the line, which has since become famous, "What's all the shootin' for?" They panned the show.

But that was not the end of *The Tavern*. Later it was revived with George M. Cohan in the star part. And this spring its sequel, *The Return of the Vagabond*, opened on Broadway with Cohan playing the same part in the same colonial setting, with many of the same balmy characters.

First written as a serious drama by a novice playwright, *The Tavern* was completely revised by Cohan, who wrote in a part richly suited to his own talents as an actor. This figure is a nameless vagabond who straightens out everybody's life. He epitomizes all the characters that Cohan has created during his 50 years on the stage—the vaudeville hero of *The Song and Dance Man*, the sleuth of *Seven Keys to Baldpate*, the adventurer of *Get-Rich-Quick Wallingford*. Like Cohan himself this vagabond loves the theater. And like most Americans, he is a past master at kidding the very things which he loves.

As a play, *The Return of the Vagabond* is more talky and less exciting than its predecessor. But it is important because it brought the dean of American comedians back to the stage in his favorite part. Its liveliest scenes, shown here and on the following pages, are in Cohan's own vein of fantastic melodrama. Its most characteristic speech is the soliloquy, repeated from *The Tavern*, describing how George M. Cohan looks at life, "For in all the changing scenes of this ever-beginning, never-ending plotless plot, I recognize the spiritual hand of the great Director, the Master Dramatist who so skillfully staged this tightly knitted spectacle of tragic nonsense, and so I am amused and I laugh and I applaud."



"Leave this tavern," shouts the innkeeper at Cohan (left) who arrives out of the storm, glib and penniless.

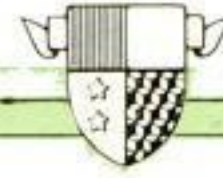


Cohan makes love in his mock-romantic style to the pretty bride who is bored on her honeymoon.



Fantastic strangers visit the tavern. Mrs. Whippendale (left) explains to Cohan (right) and his friend the Governor that her midget husband is a deaf-mute.

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On the sound basis of long mileage, maximum safety and unequalled economy, General stands out as today's wisest tire investment. Car owners are swinging more and more to General... The Top-Quality Tire... and further away from fictitious values. Let your General Tire dealer show you how little it costs to equip your car.



STOPS like this
Flexible ribs wrinkle into squeegie-action... hold with super-soft grip... stop you quick and straight, every time.

RUNS like this
No wrinkle when running. Silent riding. Easy steering. No sway on sharp turns. Non-cupping. Slow, even wear.

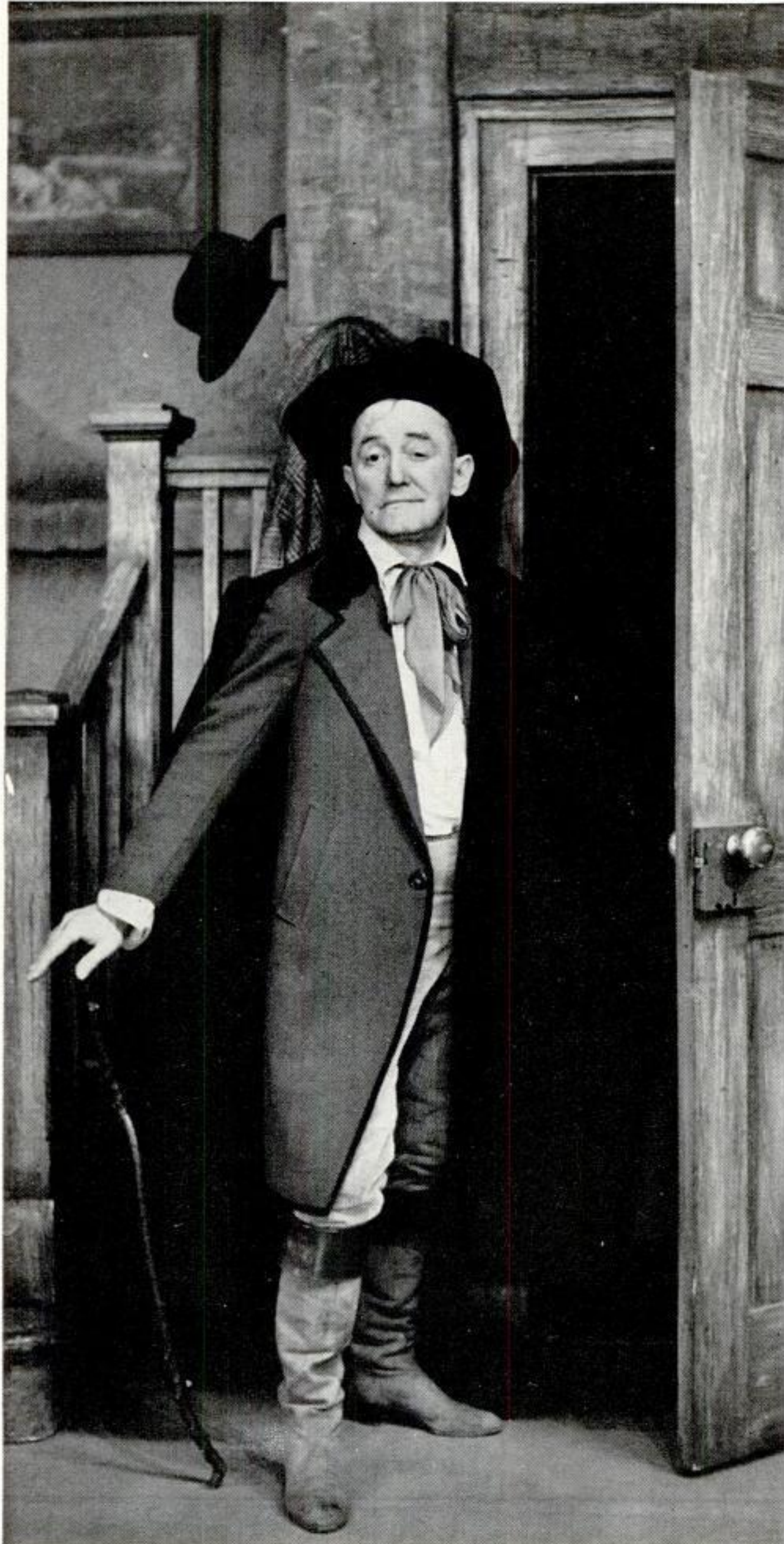
COPYRIGHT 1940, THE GENERAL TIRE & RUBBER CO., AKRON, O.



The General Tire & Rubber Company
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In Canada—The General Tire & Rubber Co., Ltd., Toronto

— goes a long way to make friends

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"Ye gods, what an entrance!" says Cohan to his audience when he first appears as a mysterious vagabond stalking into the tavern amid dreadful thunder and lightning.



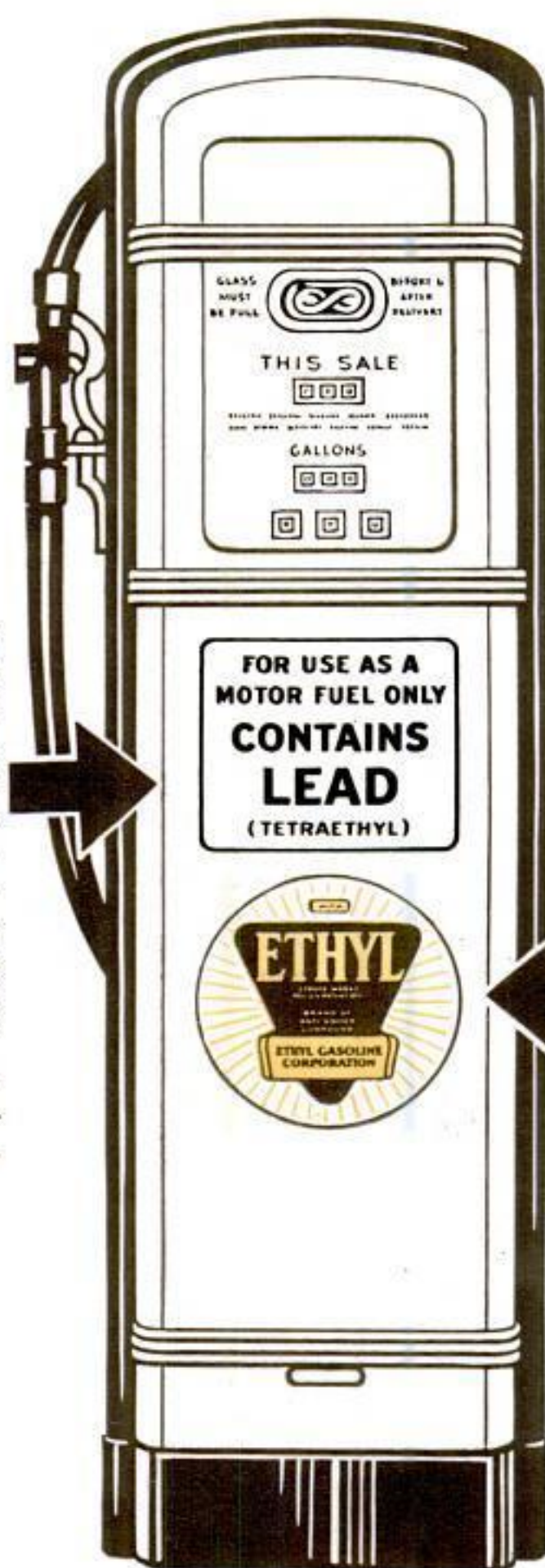
"Come on, put 'em up," says Cohan brandishing his gun at the "Whippendales," who he discovers are not husband and wife but two bank robbers fleeing from the police.

CONTINUED ON NEXT PAGE

A SURE BET:

*The better the gas -
the better your car!*

BETTER! This sign on a gasoline pump means that lead (tetraethyl), a liquid, has been added to the gasoline to improve its anti-knock quality. More than three-fourths of all motor fuel sold today in the United States and Canada is "leaded" gasoline. Lead tetraethyl is manufactured by the Ethyl Gasoline Corporation.



BEST! The "Ethyl" emblem on a pump or its globe means that: 1. The gasoline contains enough lead (tetraethyl) for highest anti-knock. 2. It is your gasoline dealer's finest motor fuel. 3. It permits you to have your engine's spark advanced closest to the point of maximum power and economy, without "knock" or "ping."

TUNE IN EVERY MONDAY NIGHT—Tony Martin, Andre Kostelanetz and his orchestra, featured on "Tune-Up Time" over coast-to-coast network, Columbia Broadcasting System.

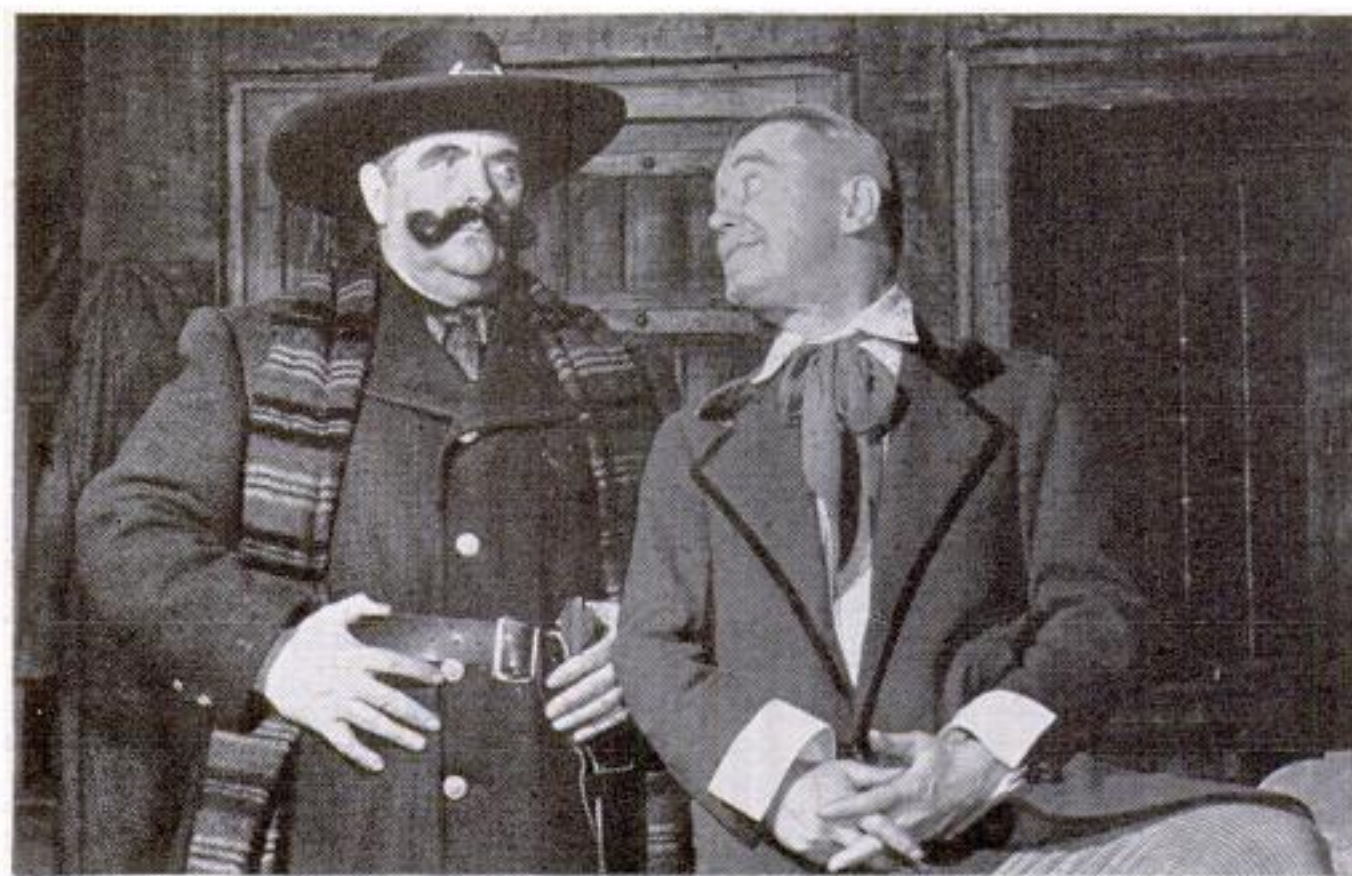
Cohan's return (continued)



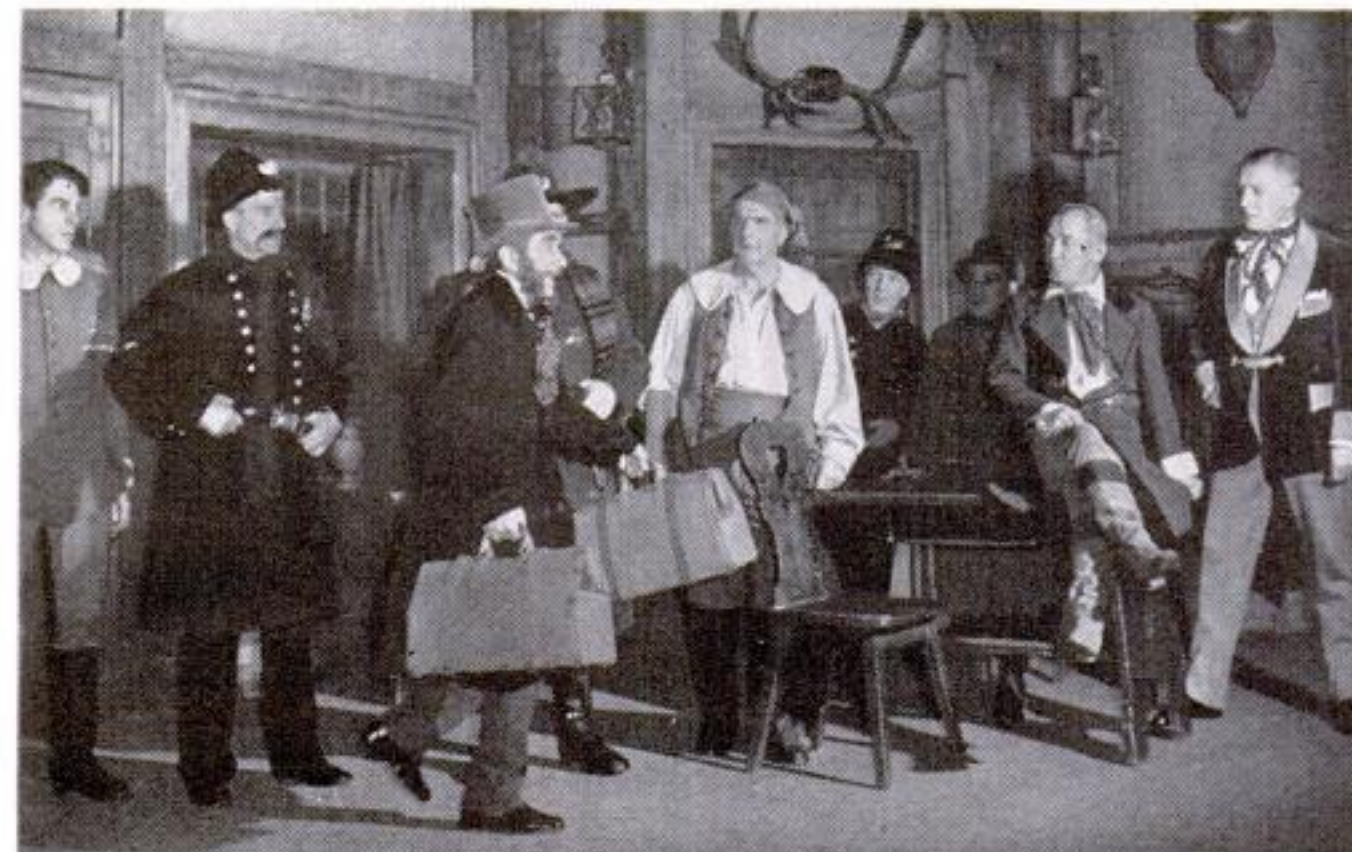
"All is quiet in the Western dungeon," reports Cohan with his ear to the floor where he has cleverly locked the two bank robbers below in the tavern's wine cellar.



Cohan captures another crook in cahoots with the two bank robbers, who enters the tavern wearing a sinister false beard, which he now clutches in his right hand.

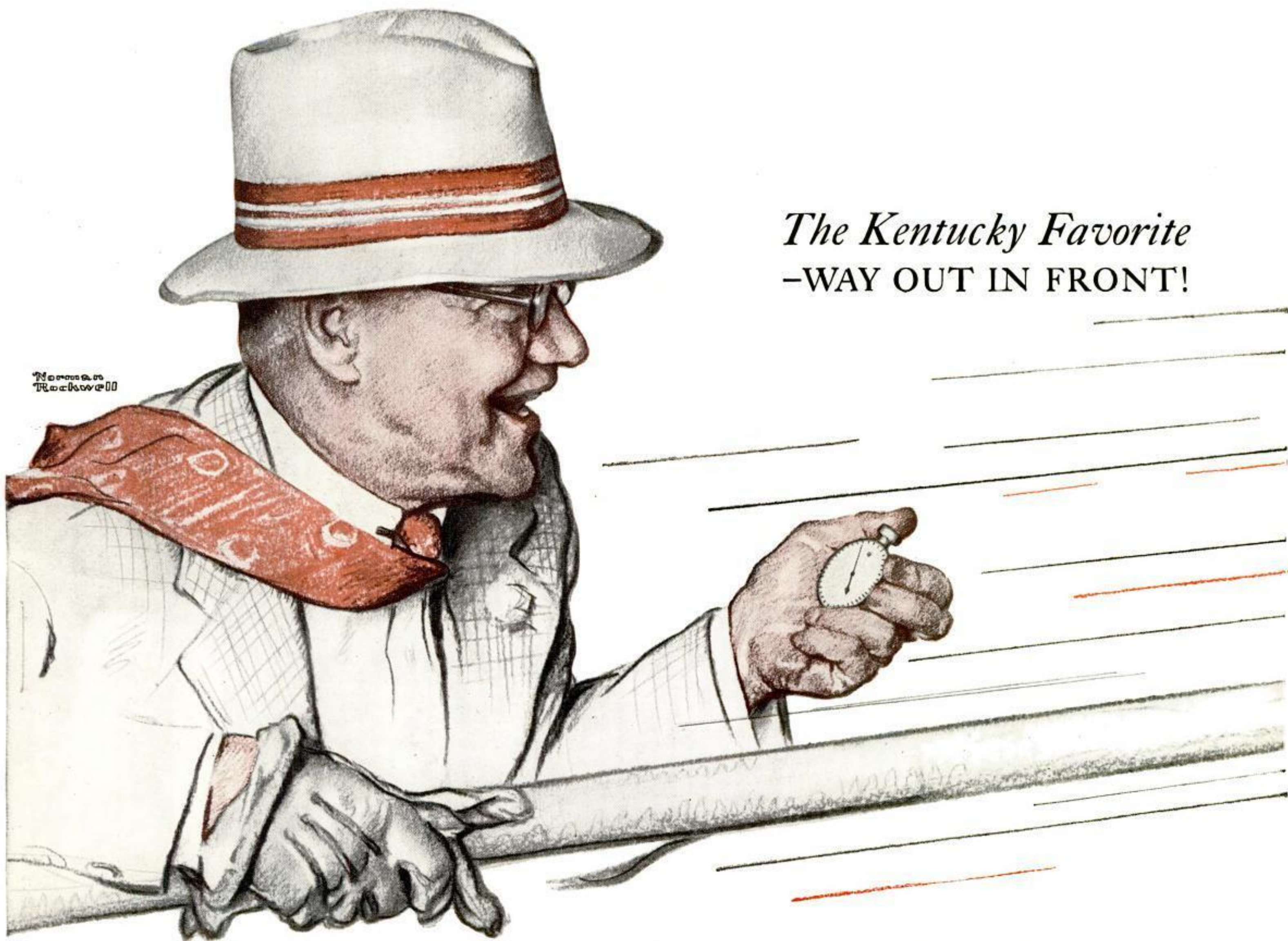


"Who are you?" shouts the sheriff who comes to bag the crooks. "You look like a nobody." Cohan replies with his best grin, "On the contrary, I think I'm everybody."



The happy ending finds the banker with his retrieved moneybags and the crooks arrested. Cohan (second from the right) is ready to disappear into the night again.

CONTINUED ON PAGE 76



The Kentucky Favorite
-WAY OUT IN FRONT!

SCHENLEY'S *Cream of Kentucky*

THE "Double-Rich" Bourbon

Because it gives *more pleasure to more people*, the "Double-Rich" Cream of Kentucky is the largest-selling straight Bourbon in the world. Make *your pleasure* "Double-Rich" with this great Kentucky whiskey... the perfect mating of Nature's richest bounty and man's greatest distilling skill. Enjoy it in a "Double-Rich" Kentucky mint julep.

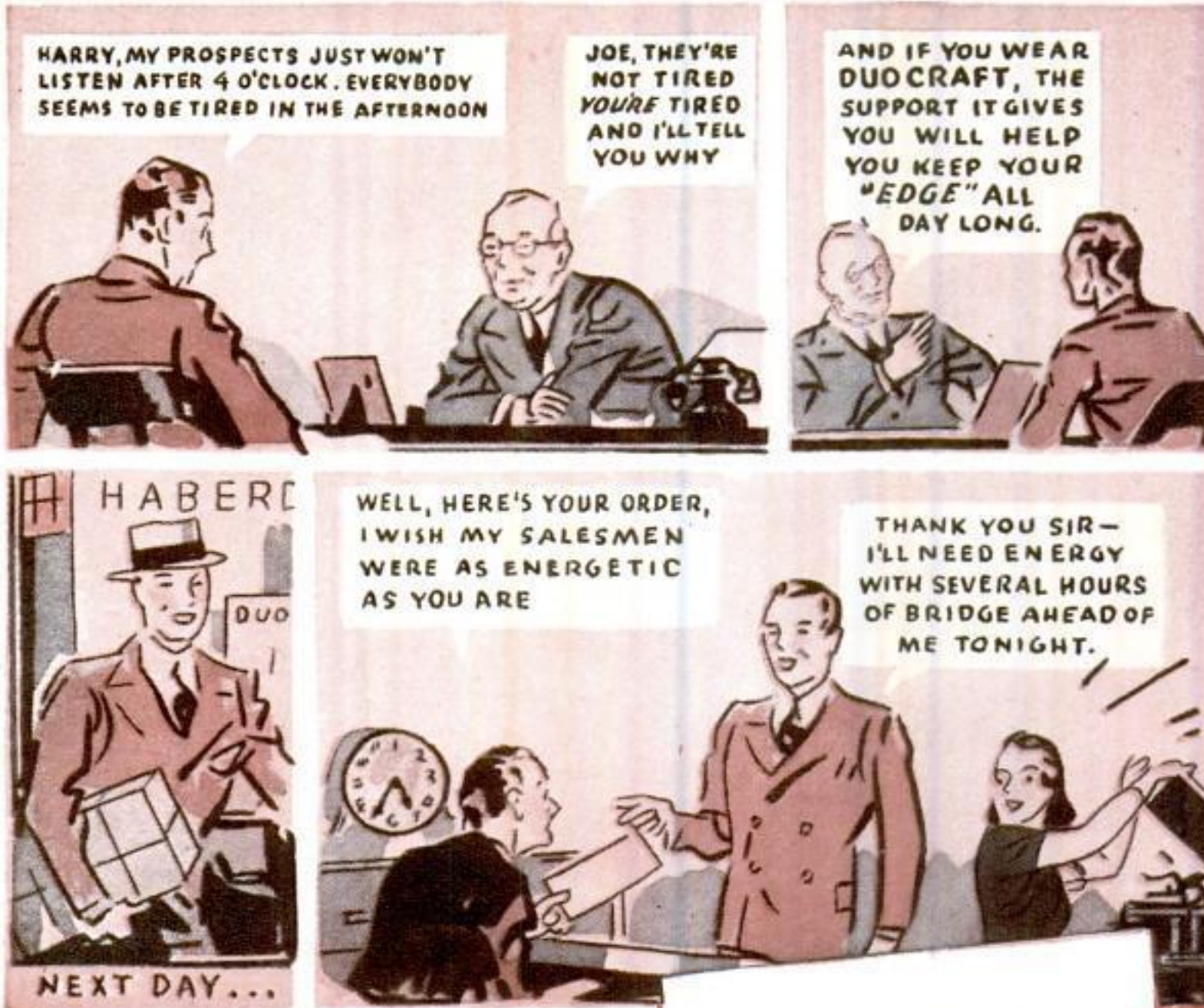
"DOUBLE-RICH" MINT JULEP
In bowl, crush fresh mint covered with powdered sugar and just enough water to melt it. Half-fill glass with shaved ice. Add mint; then fill with ice. Pour Cream of Kentucky, to top. Stir till frosted. Garnish with mint, sprinkle with sugar... Serve!



Straight Bourbon Whiskey, 90 proof.
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(continued)

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Enthusiastic **Duocraft** wearers by the thousands say: "Preserves my pep—Helps me do better work—Great for outdoor sports—*Feel* better all day long—Neat athletic appearance—." Authorities agree—*active men need support. You get it in Duocraft...* Two non-stretching cross-stays attached to elastic waistband keep supporter section *up* all day long. "*Correct Contour Fit*" says Dr. Damrau of New York.

No buttons. No back seams. No binding. No ironing. Wonderfully comfortable.

National survey among many wearers reveals 95% extremely well pleased with Duocraft.

They sum up:

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"I like the garment better than any I have ever worn."

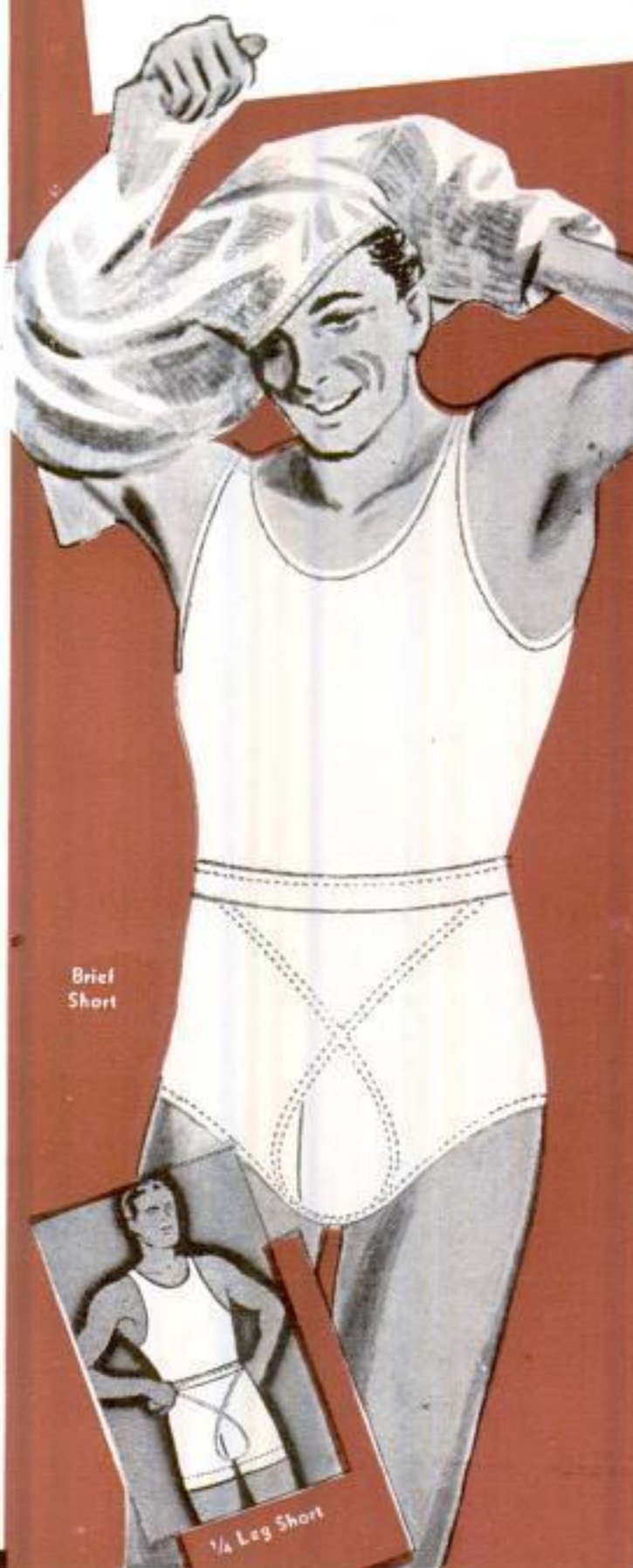
"Only garments I can wear in true comfort."

In Brief and Quarter-leg models, knitted in fine cotton and Durene at popular prices. Athletic shirts with contour and straight bottoms, to match. At your favorite store; if not, write us.

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ENERGIZING
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SMART
DUOCRAFT
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GIVE
ACTION SUPPORT



COHAN'S LIFE

HE PERMITS ONLY A CATHOLIC UNIVERSITY TO DRAMATIZE HIS CAREER IN A MUSICAL COMEDY

At different times Hollywood has offered George M. Cohan more than \$100,000 to dramatize the story of his life, and Cohan, who doesn't like Hollywood, has always refused. Last summer he gave his story to a group of Catholic students for nothing.

What resulted was a musical biography, *Yankee Doodle Boy*, built around Cohan's own songs. Its authors are Walter Kerr, 27, drama instructor, and Leo Brady, 21, student. Both are at the Catholic University of America in Washington, D. C., which has a thriving drama department headed by young Father Hartke. Last fall his boys and girls put on the show for 14 performances. Last month when Cohan's new play was tried out in Washington, *Yankee Doodle Boy* was given again by popular demand.

Yankee Doodle Boy is faithful to the outline of Cohan's life. It begins in Providence, R. I. where Cohan was born—with a showman's love of a good entrance—among firecrackers on July 4. His parents are small-time vaudeville troupers. By the time George is 11, he and his sister Josie are part of "The Four Cohans," billed all over the country as "The fun-creating family."

When George is 21 he is known on Broadway not only as a cocky song-and-dance man but also as playwright and composer. In the next 40 years he becomes the busiest, most loved actor on the stage. He writes more than 300 songs, turns out 90 plays, delights the whole nation by his phenomenal zeal for American flags, love and the luck of the Irish.

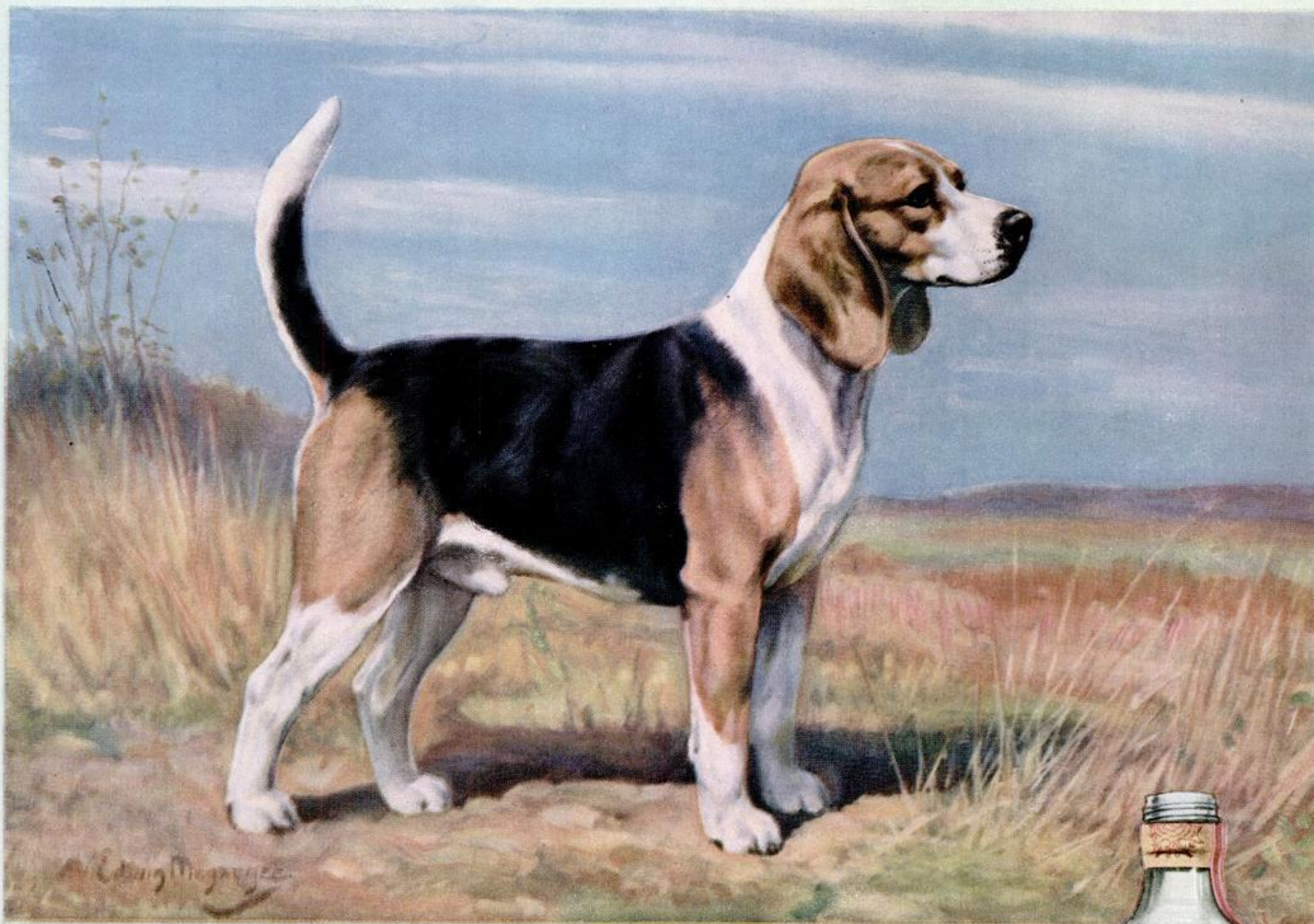
Yankee Doodle Boy, scenes from which are shown on following pages, ends with Cohan saying goodbye to Broadway forever. But in his own new play, when someone suggests it is bedtime, Cohan at 62 replies with his gentle, wry grin, "I'll never retire."



Cohan coaches James Graham (left) in how to imitate his famous dance steps. Graham is student who plays part of George M. Cohan in Catholic University show.

CONTINUED ON PAGE 79

COTTONTAIL OR COLLINS... A BEAGLE SHOWS THE WAY



11½" x 8" full color reproduction of this painting, without advertising, sent on receipt of 10¢. Address Box BE.

The Beagle has become so highly developed as a rabbit hound that his mellow cry is linked inevitably with cottontails. Fleischmann's—the first American gin—has been so highly developed as a mixing gin that its mellow flavor is inevitably associated with the smoothest cocktails and long, cool drinks. Every kernel of grain used in its distilling is selected for the purpose. That's why, for three generations, Fleischmann's has been, in a phrase, a *pedigreed* gin. Try Fleischmann's . . . and get on the right track to better drinks! For your Sloe Gin Rickeys and Fizzes, try Fleischmann's Sloe Gin. 65 proof



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Miracle Loveliness! Miracle Brush!



THIS TOOTHBRUSH WITHOUT BRISTLES IS THE BEST BUY IN GOOD LOOKS I KNOW OF!*



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Dr. West's Miracle-Tuft

The only toothbrush with these miracle advantages 

● A surer way to cleaner, brighter teeth—a new Dr. West's *Miracle-Tuft* Toothbrush . . . today the world's largest-selling toothbrush! And no wonder . . .

It doesn't shed bristles. It doesn't get soggy. It lasts longer. It's *so much better* at cleaning your teeth that you *must* throw away your old, worn-out soggy toothbrush and get a new *Miracle-Tuft*—sealed in glass, germ-free, and unconditionally guaranteed.

The *Miracle-Tuft* is available in either the Regular, Professional 2-row, or new Oro shape—hard, medium or soft textures.

*Heretofore all toothbrushes have been made with animal bristles. Now, after years of research, DU PONT EXTON BRISTLE—a product of Du Pont Chemistry—has been developed and is used in Dr. West's *Miracle-Tuft* Toothbrush exclusively.

SEALED IN GLASS, GERM-FREE—This miracle feature, Dr. West's famous, hermetically-sealed glass package, guarantees that your *Miracle-Tuft* is surgically sterile when it reaches you. Only *Miracle-Tuft* offers you this extra, vital protection.

AMAZING DU PONT EXTON—The exciting new bristle-like filament used only in Dr. West's *Miracle-Tuft* is one of the scientific miracles of our age. It does not shed or break off. For this reason, the *Miracle-Tuft* is unconditionally guaranteed to outlast top-quality animal bristle brushes more than 2 to 1.

GREATER CLEANSING POWER—Brushing tests show that the cleansing power of a toothbrush depends principally upon the resiliency and erectness of its bristles. The *Miracle-Tuft* is 99.7% water-resistant—cannot get limp and soggy when wet and fail to clean.



Cohan as a baby, in first scene from musical biography, lies in a trunk backstage surrounded by vaudeville troupers. Waving a flag, he sings *I'm a Yankee doodle dandy*.



Cohan as a boy (right) plays at home by his backyard theater, when postman brings a telegram saying to join his parents in a roadshow. He sings, *I'd rather write a song*.



Cohan as a hoofer (right) joins sister and parents in song-and-dance act known as "The Four Cohans." They sing, *Always leave them laughing when you say goodbye*.

CONTINUED ON NEXT PAGE

Does *Teeter-Totter Vitality*
make you feel young and pretty
one day... old and plain
the next?



Keep your
vitality up!

Drink Horlick's

America's delicious energy-builder



Children regard milk as a delicious treat when Horlick's is added to it. And it's so good for them—helping to build sound teeth, strong bones, muscle. Let your children have plenty of Horlick's.



Storyland Poster Stamps, selected by leading librarians are now free to Horlick users. An album and four stamps will be sent free on receipt of wrapper, or coupon from any Horlick package. Address Horlick's, Dept. L-5, Racine, Wisconsin.

DO YOU have "good" days and "bad" days? Do you feel grand, look smart one day—feel dull and look it the next? If you do, here's a hint: drink Horlick's regularly—and take your vitality off the teeter-totter!

What Horlick's contains

You see, Horlick's helps build up your vitality. It contains important minerals such as calcium and phosphorus. Its carbohydrates have been partially pre-digested by hydrolysis and by processing with malt enzymes so that metabolism is speeded up and digestion made easy. It has muscle building proteins—and natural vitamins A, B and C, as well! No wonder many physicians advise Horlick's!

If you want to be peppy

... try Horlick's with meals, between meals, cold or hot, *natural or chocolate*. Drink it hot at bedtime; see how it ends night hunger, how much more alert, rested you feel the next morning. Yes—specify Horlick's—at the fountain, too. And keep handy, candy-like Horlick's Tablets in your car, handbag or drawer. You'll like Horlick's... and you'll find it so good for you!



Horlick's
The Fountain of Youth

VALSPAR

The Name to Remember for Beauty that Lasts



VALSPAR - the Varnish
that won't turn white



VALSPAR - the Paint
that does it right

VALSPAR

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Buck's Your Bet



with that new "smooth feel" inside

How about taking life easy this summer? Here's velvety-soft, genuine buckskin - smartly decorated with brown calf. And inside: pre-shrunk linings, hand-tailored by Walk-Over to stay smoother next to your feet. Blucher or regular brogue. The CROYDON. Walk-Over prices \$7.50 to \$12.50, higher west. Geo. E. Keith Company, Brockton, Massachusetts.



WALK-OVER

"Yankee Doodle Boy" (continued)



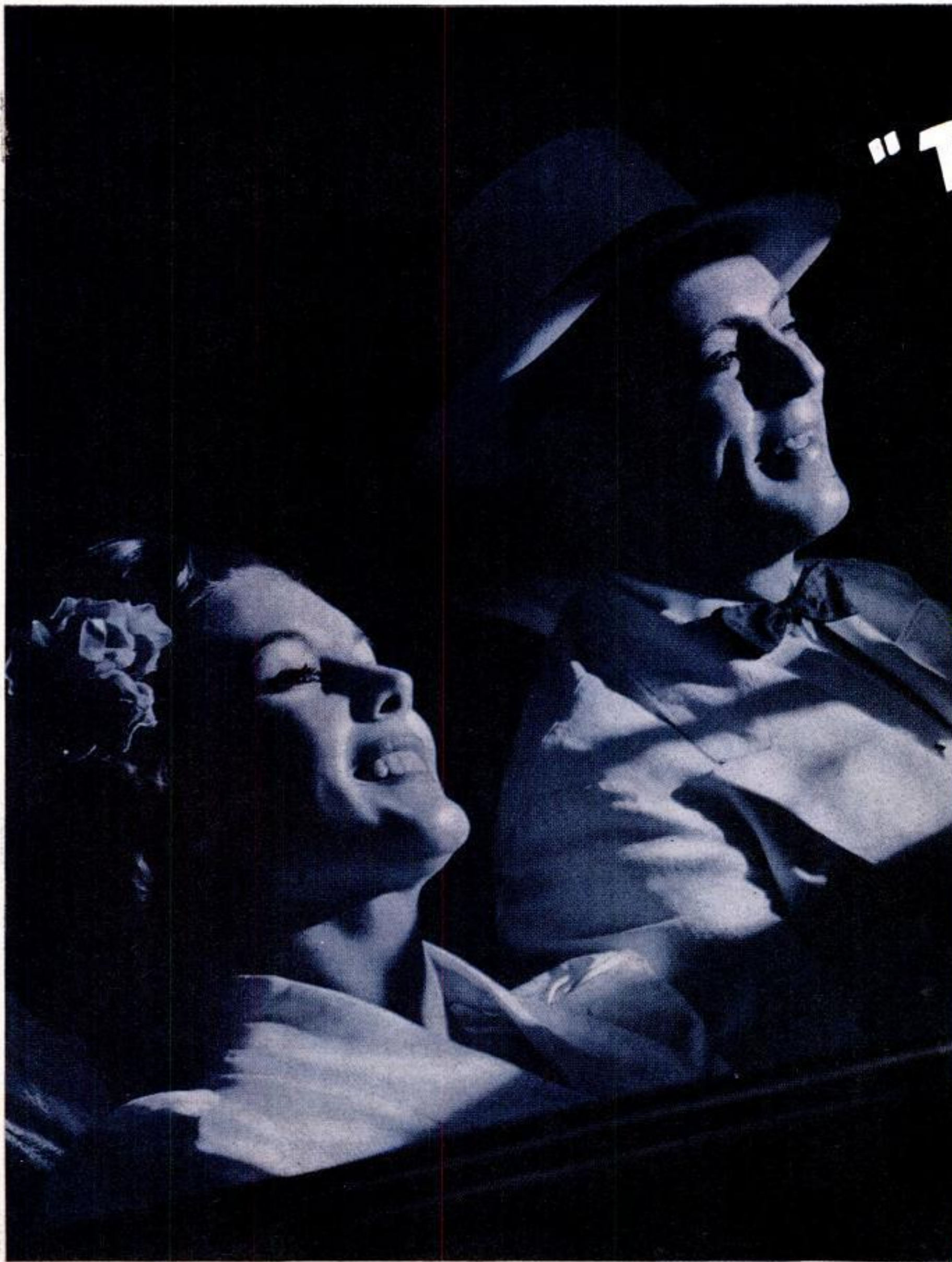
Cohan as a musical-comedy star swings his cane and waves his hat in *George Washington, Jr.*, one of the many productions he wrote and produced himself. Here he is singing *A Grand Old Flag*, which was to win him a medal 34 years later (below).



Cohan as Franklin Roosevelt gives a fireside chat in *Yankee Doodle Boy*, with James Graham impersonating Cohan impersonating Roosevelt. This scene first occurred in *I'd Rather Be Right* (1937), musical comedy in which Cohan portrayed the President.

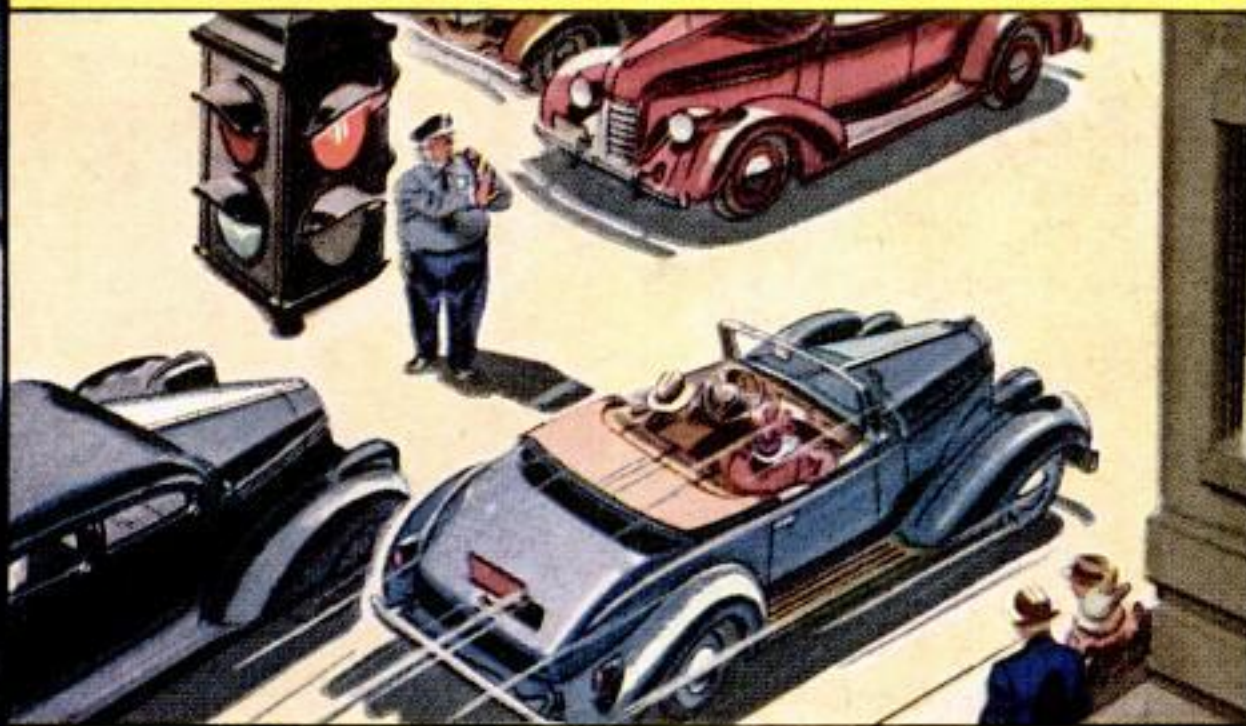


Cohan is honored in real life this month at the White House where President Roosevelt awards him "Patriotic Service" medal for composing *A Grand Old Flag* and *Over There*. Roosevelt: "How's my double?" Cohan: "I was never so thrilled in my life."

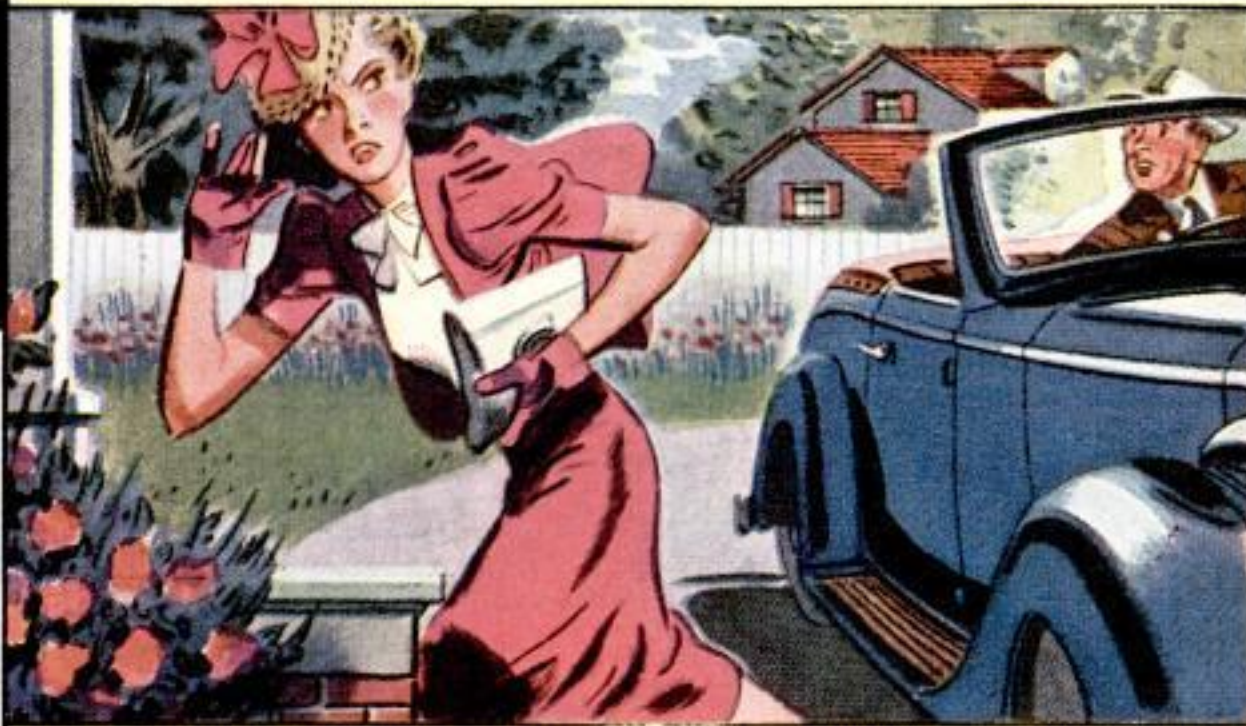


**"THEY USED TO
KISS ME
GOODBYE"**

**"...NOW, WHEN THE TRAFFIC LIGHT TURNS
GREEN, THE CAR IS OFF LIKE A FLASH"**



MY CAR HAS INSTANT PICKUP since I changed to a remarkable new kind of spark plug. What a joy it is to drive a car with plenty of zip... that's out in front, instead of always last in line!



HAVING OTHER DRIVERS HONK their horns at me for blocking traffic got under my skin. But when Lucy said it was no fun to ride in a car that dragged its feet, I decided to do something about it!



A WIDE-AWAKE SERVICE MAN told me about Auto-Lite Spark Plugs. "They'll give that car of yours new pep and pickup," he said, and the way my car runs now certainly proves he was right.

Thousands of sluggish, spark-weary cars gain new life from the mystery spark

QUICK, sure starting! Flashing pickup and power! Smooth engine performance at all speeds! Gas economy restored!

No wonder car owners are amazed when they get results like these, just by replacing old spark plugs with sensational new Auto-Lites!

How is it possible? The secret is in the remarkable Mystery Spark produced by this new kind of spark plug. Developed by ignition engineers as a balanced unit of the ignition system, this spark plug fires with less electrical strain, provides better combustion, smoother, livelier power.

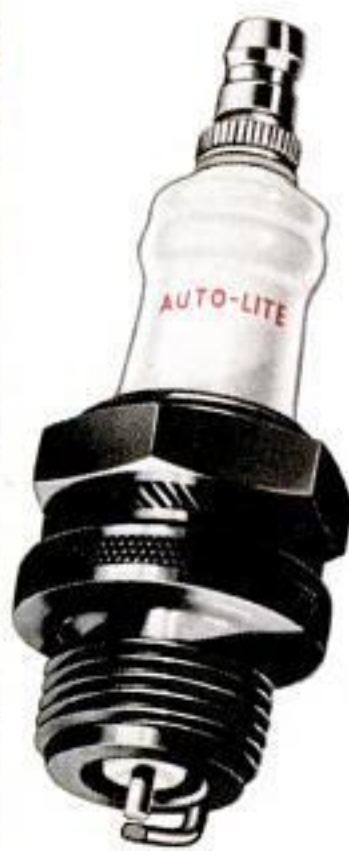
To harness the Mystery Spark, Auto-Lite engineers produced a new-type Konium electrode, with a new geometric gap design. They developed the wonderful new "Ziramic" insulator.

For top performance from your car, install a set of new Auto-Lite Spark Plugs at once. They cost no more than ordinary plugs.

THE ELECTRIC AUTO-LITE COMPANY
TOLEDO, OHIO • Merchandising Division • SARNIA, ONTARIO



**TURNING TIME BACK-
WARD** with this marvelous Oscillograph, Auto-Lite engineers slow up the lightning-fast "Mystery Spark" for careful study and analysis.



Ignition Engineered
by Ignition Engineers

Change to **AUTO-LITE SPARK PLUGS**



Captain Lloyd H. Bidwell regularly flies the New York-Chicago route.

Captain Roscoe "Rocky" Kent between flights on the New York-Buffalo-Chicago run.



Captain Desmond Shipley is assigned to the Boston-New York route.



Captain Charles A. Lippincott handles the controls on the New York-Chicago non-stop run.

When eagles come to earth!

The men who fly the flagships choose Ford Motor Company cars



Captain Durward W. Ledbetter drives a 1940 De Luxe Ford V-8 when he isn't in the air between Nashville and New York.

A recent survey among 206 American Airlines captains and first officers showed that 96 owned Ford, Mercury or Lincoln-Zephyr cars.

These men daily depend on the perfect performance of powerful engines. When they come to earth, they find the same sort of performance in the smooth, precise V-type engines that power their cars.

Other mechanically minded executives of the company who own Ford or Lincoln-built cars are the president, vice-president in charge of operations, operations manager, and chief pilot.

This is impressive testimony to the excellence of Ford engineering. These three modern cars give you some of the buoyant pleasure of piloting a swift ship through the sky.



Captain Daniel W. Machlin, whose regular flight is between New York and Boston.



Captain Eugene M. Kruse spends his working hours aloft between Cleveland and Nashville.



INDIANA NATIONAL GUARDSMEN SCATTER AS PLANE SIMULATES STRAFING ATTACK. THE GUARD, EQUIPPED WITH OLD PLANES, GETS ONLY OBSERVATION INSTRUCTION

50,000 AIRPLANES

U. S. TO MULTIPLY FLEETS & FACTORIES

"There is no use talking about this war in terms of the last war. The power of the air has greatly affected it."
—Winston Churchill, May 8, 1940.

Cries of "alarmist" and "warmonger" greeted reports in late 1938 that President Roosevelt was planning to ask Congress to give the Army a fleet of 10,000 airplanes. Even military experts ridiculed Assistant Secretary of War Louis Johnson, the scheme's principal promoter, as a "visionary." When the President finally sent his budget message to Congress in January 1939, he set the goal for the Army at a mere 5,500 planes.

On May 16, 1940 President Roosevelt stood up before Congress in person and declared: "I should like to see this nation geared up to the ability to turn

out at least 50,000 planes a year. Yes, and I go further, I believe that this nation should plan at this time a program that will provide us with 50,000 military and naval planes." Congress, and the nation, cheered.

Gone last week was the complacency of Americans who have been sure that this war would follow the pattern of the last one. Gone were the shrugs which have greeted tales of U. S. unpreparedness: of top-heavy destroyers, of defective Garand rifles, of quarreling War Department heads, of lacking anti-aircraft guns, of rejection of industrialists' advice by New Deal rearmers, of Army stores sufficient to put only 68,000 fully equipped soldiers in the field. Gone most completely were the last doubts about

the tremendous new effectiveness of the airplane in war, and the last ounce of complacency about Allied and American air inferiority to Germany.

Last week it seemed likely that only a Congressional investigation, or a war, could really settle the argument about how well the New Deal has spent past billions for defense. It also seemed more vital to decide how new billions will be spent. About that spending there was one need on which all Americans could agree, whether their prime concern was still to keep America out of war or had turned to the problem of keeping war out of America. With a new Attila at large, striding not a horse but an airplane, that need was for America to build, in a hurry, all the fighting airplanes it can possibly produce.

50,000 PLANES PLANEMAKERS SAY THE JOB CAN BE DONE

In the first seven months of the war—from Sept. 1, 1939 to March 31, 1940—American manufacturers completed and delivered the following number of military airplanes: To the U. S. Army and Navy, 477. To Great Britain, 311. To France, 459. Total: 1,247, for an average of 178 delivered planes per month.

During 1939, total output of U. S. manufacturers was some 2,400 military airplanes. In January 1940, monthly output topped 300 planes. Before the new expansion program was proposed, it was estimated that monthly output in July would be 550 planes.

The gap between these figures and the President's goal of a production capacity of 50,000 planes per year—or the prospective German production by September of 6,000 planes per month—is staggering. Yet few Americans doubt that the goal *can* be achieved. Airplane manufacturers—Douglas' Douglas, Lockheed's Gross, Consolidated's Fleet—greeted the new program with exuberant yea-saying. The miracles of production achieved in 1918 are proof that American industry can function magnificently when emergency demands. But the goal cannot be achieved overnight or without overcoming weighty obstacles.

Expanding activity since September—financed in part by Allied orders—has given America's airplane industry a head start toward the goal. That the start is not greater is not due to the industry's incapacity. Of the 84 U. S. airplane plants, only 23 are manufacturing military planes, and few of these are working at the top limit of their present equipment and labor. According to President Roosevelt, present U. S. military production capacity is over 12,000 planes per year. Prime reasons the plants are not actually turning out planes at this rate are: 1) the U. S. Government has not been ordering in large enough quantity; 2) the Allies have not been ordering in the quantities expected; 3) manufacturers have been reluctant to expand production for rush orders unless insured against sudden slackening of demand.

Hence the one great factor needed to make the U. S. airplane industry burgeon is orders, orders, orders—with assurance that those orders will continue at least until the cost of plant expansion is paid off, or with advance payment of expansion cost by the buyers. That requisite now appears to be forthcoming. Already the Allies, who now have 3,443 U. S. planes on order, have shown signs of abandoning their cautious, haggling buying policies and their reluctance to finance plant expansion. And of President Roosevelt's proposed new \$1,182,000,000 for defense, a large part will be spent on airplanes, in addition to the sums already allocated for buying the U. S. Army and Navy 10,000 new planes in the coming year. Immediately after the President's speech, President John H. Jouett of the Aeronautical Chamber of Commerce brashly predicted that by tripling plant floor space and employees, doubling the area of aircraft engine factories and running plants full time, the industry could produce the wanted 50,000 planes within a single year.

How America's and the Allies' money will be spent—what types of planes will be ordered, how much may be allotted to subsidy of new plants—remains to be revealed. Until that is decided, speculations about potential U. S. airplane-producing capacity are virtually meaningless. Given a year to build new plants and acquire new tools, America's aircraft industry can turn out within reason as many fighting planes as the U. S. and the Allies are willing to pay for—both in money and in other sacrifices.



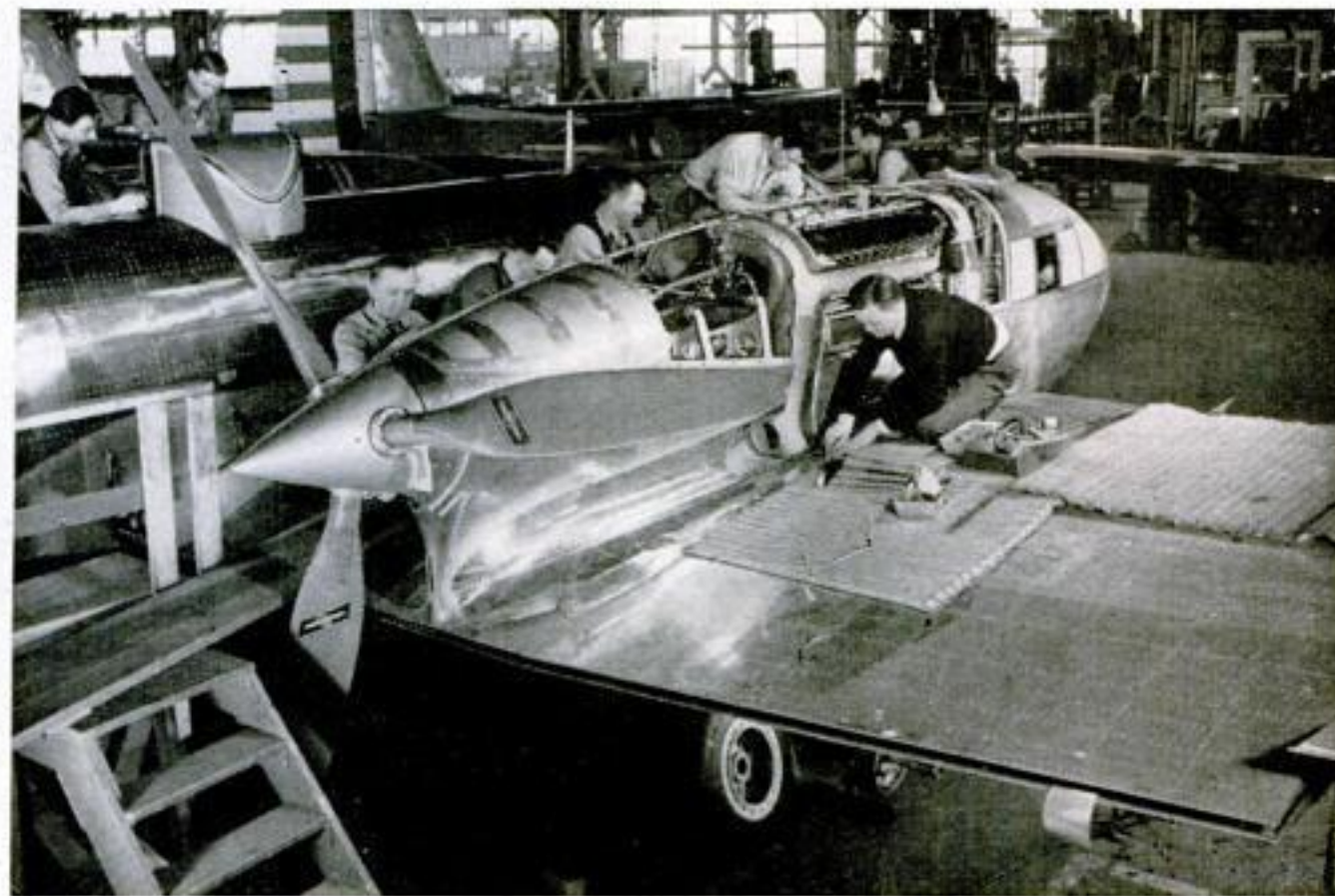
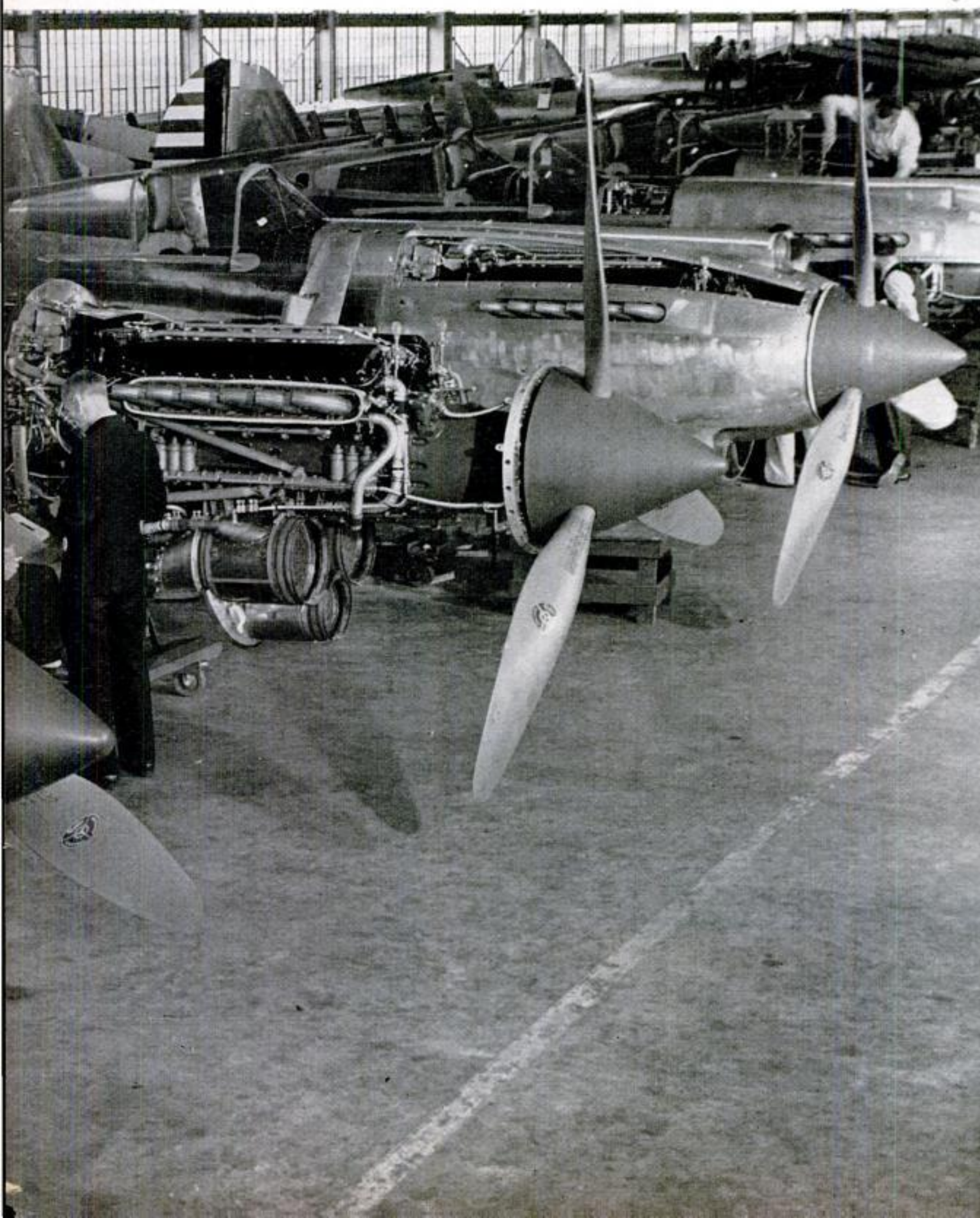
The drafting room of an airplane plant is the place where the problem of keeping up capacity production is solved—or not solved. To assure future orders which will keep the plant busy, designers must always be planning new planes

and perennially perfecting old ones. Above is the drafting room at Martin factory near Baltimore. From Martin drafting boards came the first high-speed bomber, B-10, which in 1932 made all other combat planes obsolete.

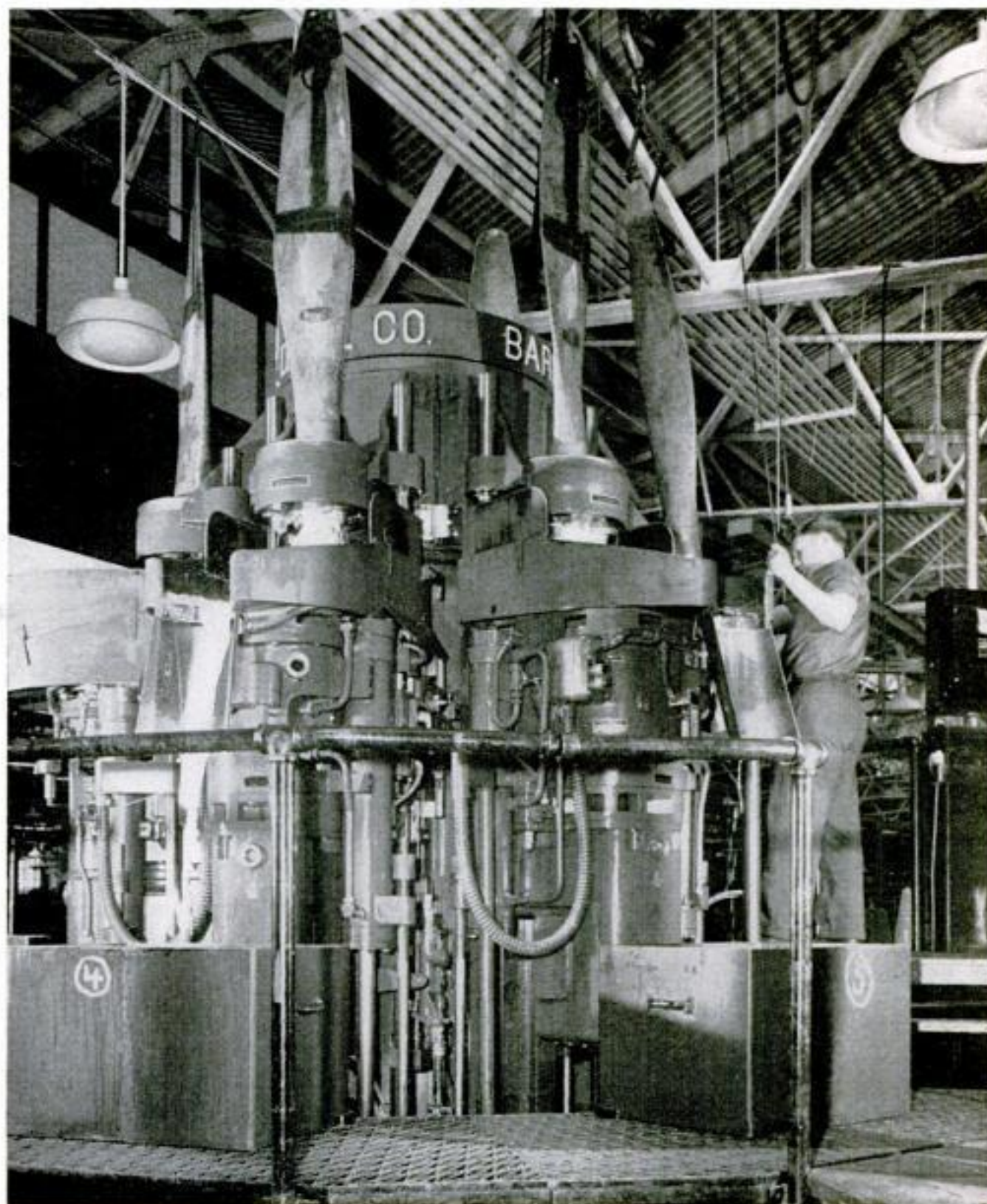




P-40's come down the line at the Curtiss-Wright plant in Buffalo. In front are completed fuselages, fitted with new, liquid-cooled Allison engines. Behind are stacked wings, waiting to be attached to fuselages. This plant represents closest U. S. approach to plane mass production. Reason: order for 500 P-40's. An order for 500 of one type of plane is huge by U. S. standards.



The Bell Airacuda is a radical fighter plane with two propellers mounted in rear of the wing, "pusher" fashion. Though the Army has just ordered 13 for test service, the Airacuda is already outmoded. But it may breed useful aerial grandchildren.



Six propellers at a time are handled by this big new machine bought by United Aircraft's Hamilton Standard plant in East Hartford, Conn., when big new orders and the need for more speed came in. Machine tapers holes in base of propeller blades.



Mass propeller production is just getting under way at the Lycoming plant in Williamsport, Pa., with new capacity of 6,000 propellers a year. Quantity production is needed to relieve the potential propeller bottleneck. Above are shown new lathes.



A SINGLE-ROW WASP ENGINE IS DISMANTLED FOR INSPECTION AT PRATT & WHITNEY PLANT. THIS IS A COMPARATIVELY SIMPLE ENGINE. BUT EVEN SO IT HAS 4,685 PARTS

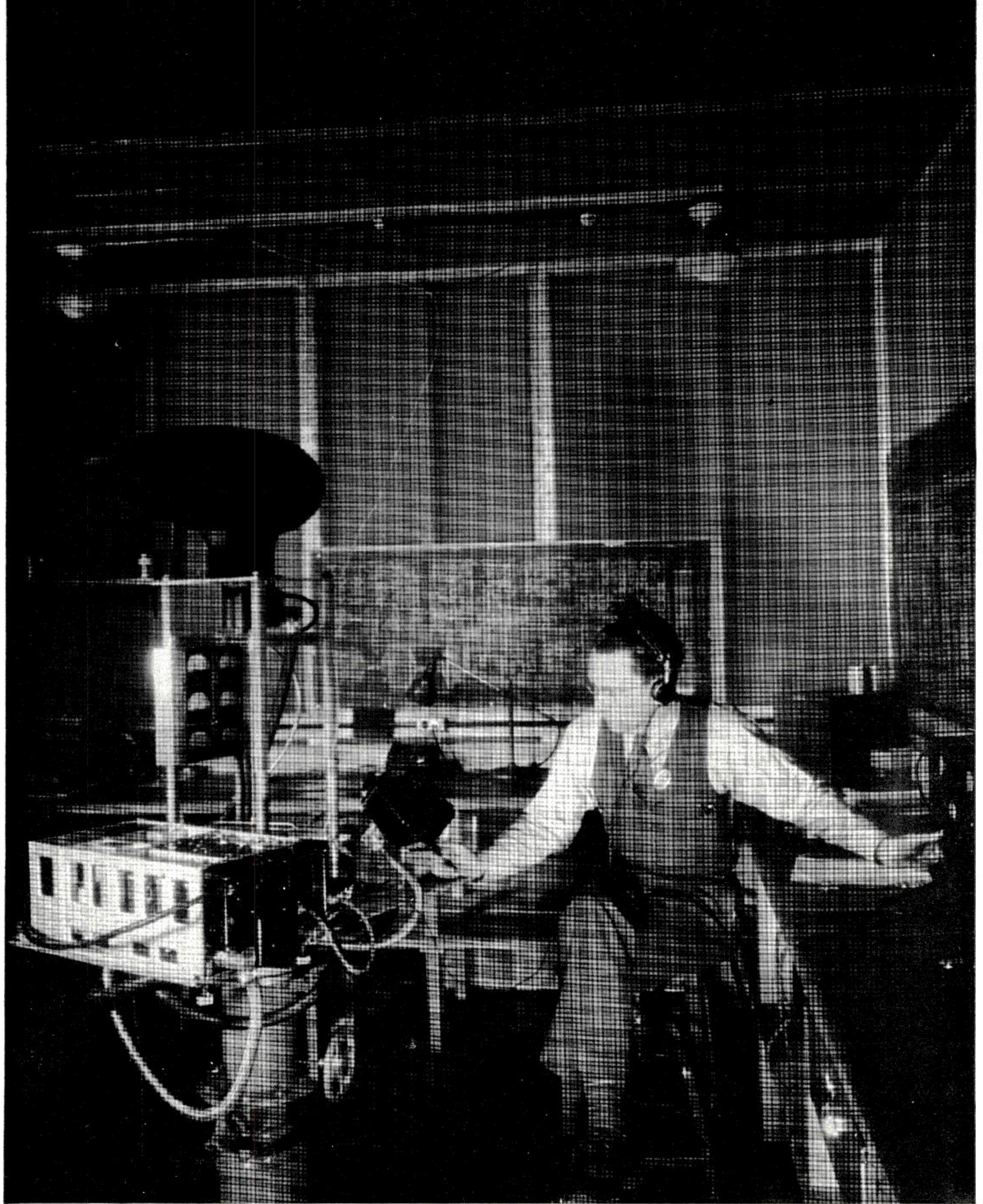
BIG ENGINES BOTTLENECK PRODUCTION

There are only three U. S. factories that build engines big enough for wartime combat use, i.e., engines of 1,000 h.p. or more. They are Curtiss-Wright, Pratt & Whitney and Allison, the last a division of General Motors. Right here is one of the most dangerous bottlenecks in the U. S. aircraft production.

Allied plane purchasers at first complained about the bottleneck, then appropriated money to enlarge the Wright and Pratt & Whitney plants and relieve the constriction. With new additions, the current

U. S. capacity of 12,000 engines a year will be almost doubled. But this will not supply a force of 50,000 planes. Many military planes today are multi-motored, require two or four engines. Moreover, an air force should have three spare engines for every four engines in use.

Expansion means not simply adding space and machinery but also training many more skilled workmen. How precise and painstaking a job building an airplane engine is can be gathered from picture above.



BEHIND WIRE-MESH SCREEN WHICH KEEPS OUT INTERFERING RADIO WAVES OR ELECTRICAL DISTURBANCES, A SPERRY ENGINEER TESTS AUTOMATIC RADIO DIRECTION FINDER

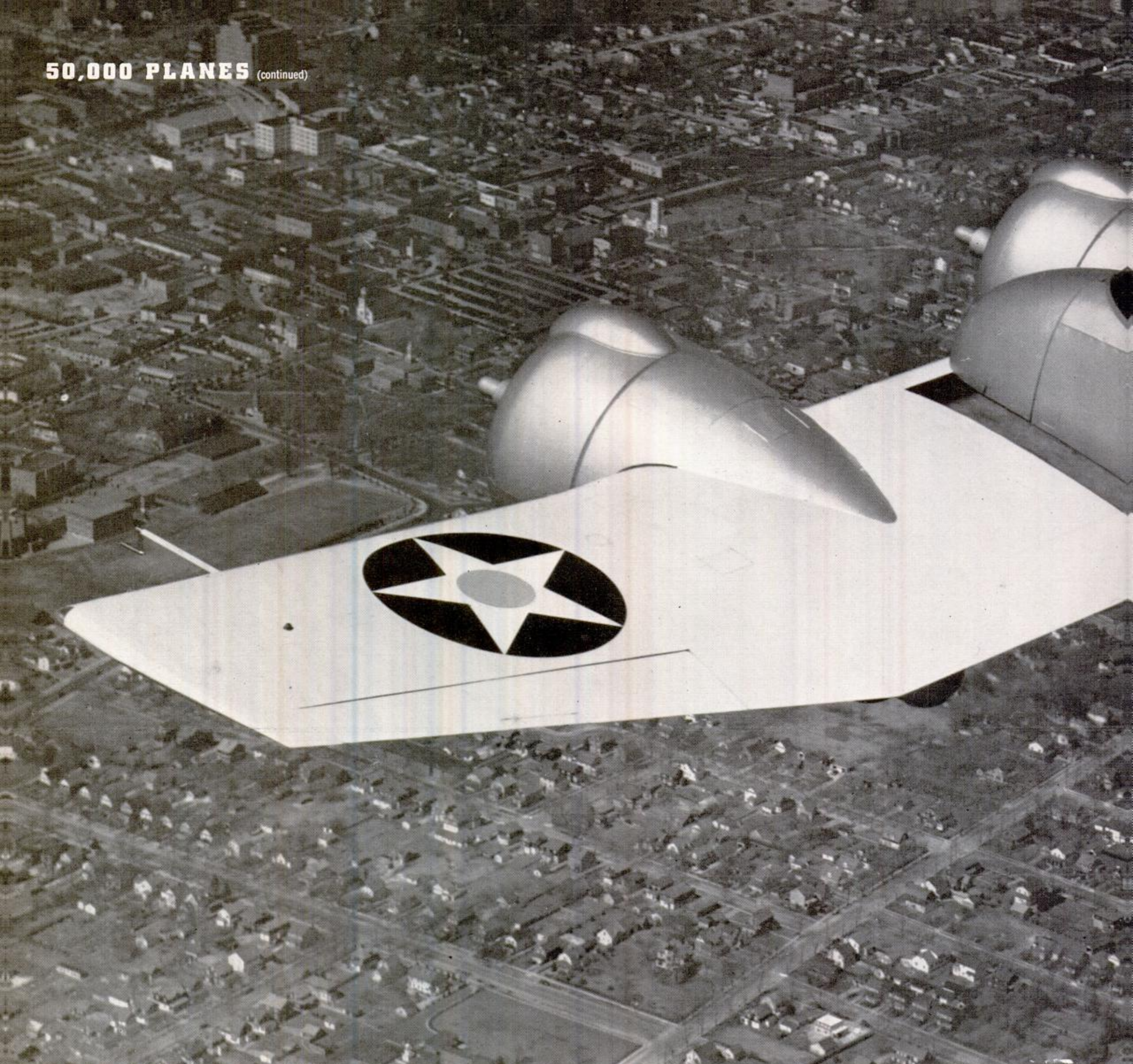
WAR PLANES NEED MANY INSTRUMENTS

When peace grounded the World War planes in 1918, pilots were still flying by the seat of their pants. But today's air fighter, sitting in his cockpit, is confronted with an appalling instrument panel. He must not only worry about the enemy but also check gauges, indicators, switches.

There are 50 major instrument plants in the U. S. but each one specializes in a few of the many instruments needed. The danger of a bottleneck threatens only in the initial stages of rushed expansion. Any

jam would be temporary and quickly cleared up.

Instruments were installed in planes to make flying safer and surer. They have succeeded also in complicating the pilot's job and causing increased nervous exhaustion. The attempt is now being made to find simplifying instruments which will relieve this added strain. Such an instrument is being tested behind the wire screen above. There an engineer is working on the Sperry Radio Direction Finder which automatically gives a pilot continuous bearings.



The 450-m.p.h. Grumman fighter is a new type of pursuit plane which is just now making its debut in the air. It is almost all wing and engine, built to carry heavy armament

and withstand terrific speeds and strains. Equipped with two cannon and four heavy machine guns, it can act as a flying arsenal to blast into bombers and fighters, break up

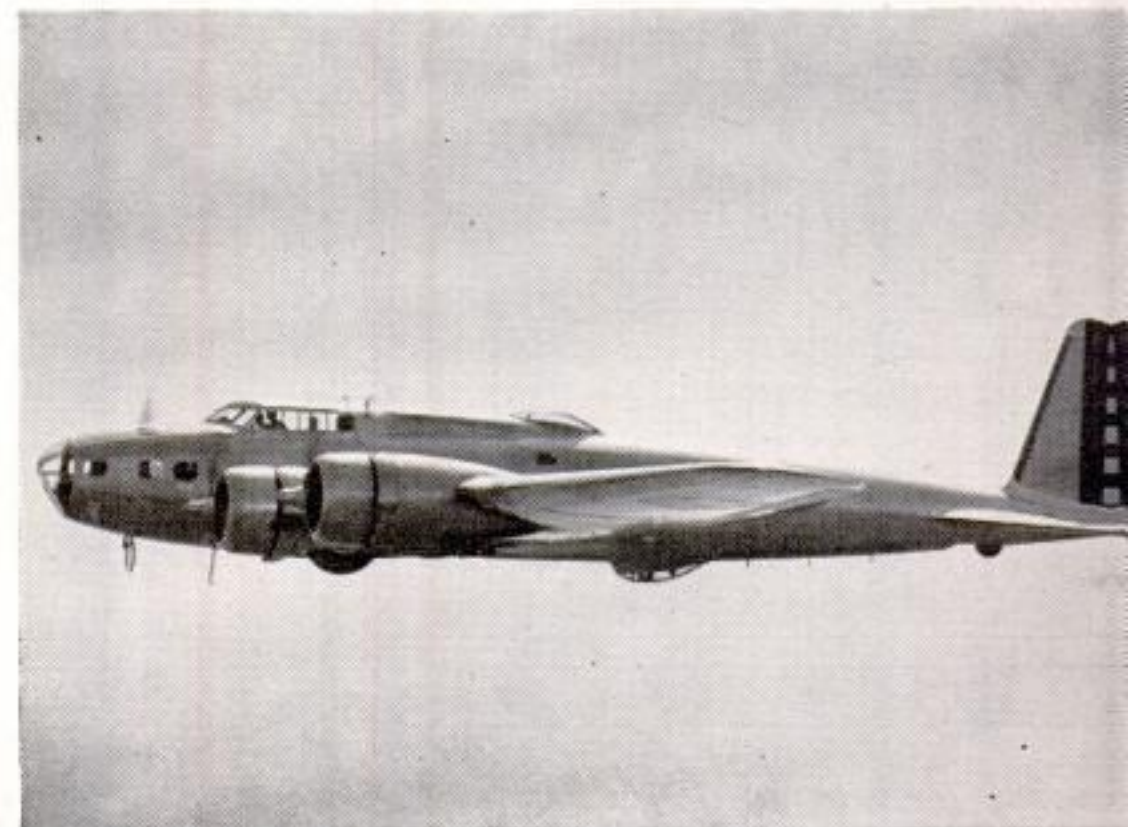
their formations. It climbs very quickly, maneuvers adroitly. The Navy ordered the plane shown above. The Army has also ordered a prototype. The Army's model will be



The Curtiss P-36 is the standard Army pursuit plane which was already being outmoded when first delivered to the Army in 1938. Its top speed is 285 m.p.h.



The Douglas B-18 is the standard Army medium bomber, a fine ship but much too slow for present needs. Its top speed is only 210 m.p.h., its cruising speed much less. The Army has 300 of them.



The Boeing B-17 is the standard Flying Fortress heavy bomber. Army has 200 with top speed of only 250 m.p.h., has ordered at least as many more which will be over 50 m.p.h. faster.



equipped with Allison liquid-cooled engines like that in the P-40 below. In the two-engined 420 m.p.h. Lockheed P-38, of which it has ordered almost 100, the Army has

a heavily-armed fighter much like this Grumman. Pursuit planes are becoming very specialized. In addition to the ordinary fighter (P-40) and this "flying arsenal" the Army

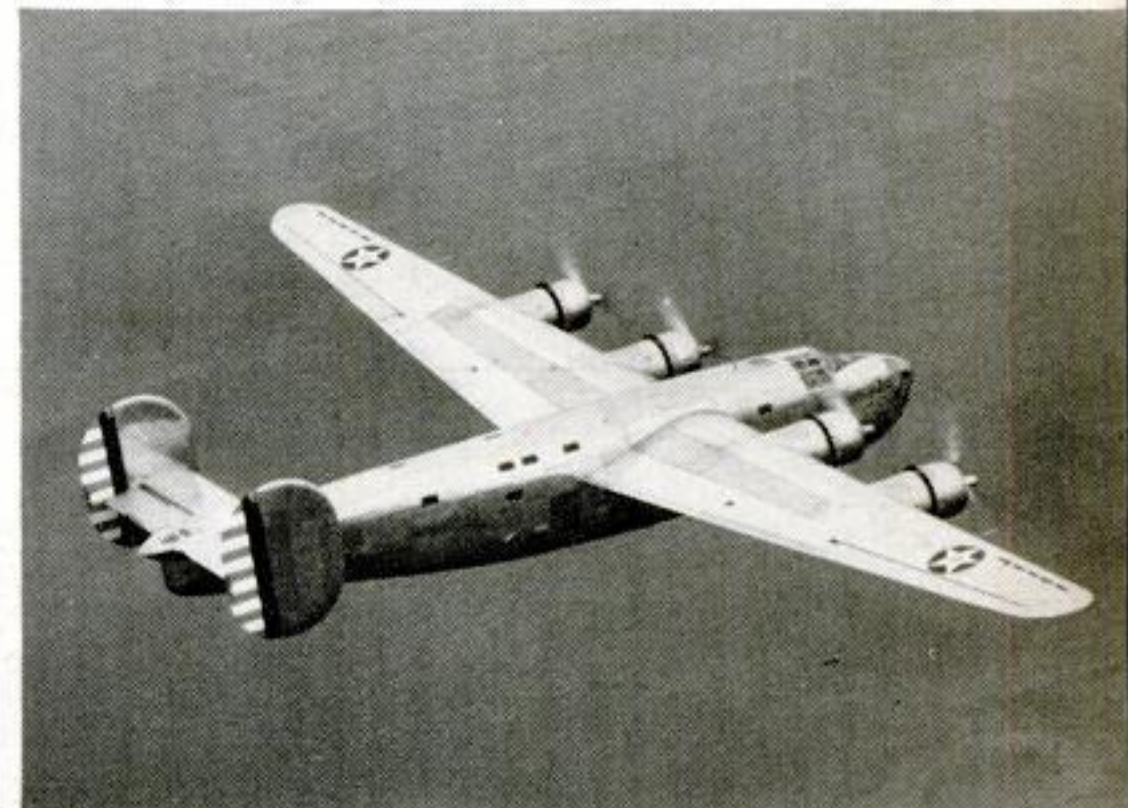
is buying fast, single-engine interceptors which climb fast to defend specific objectives. Still undeveloped are long-range convoy fighters which can accompany long-range bombers.



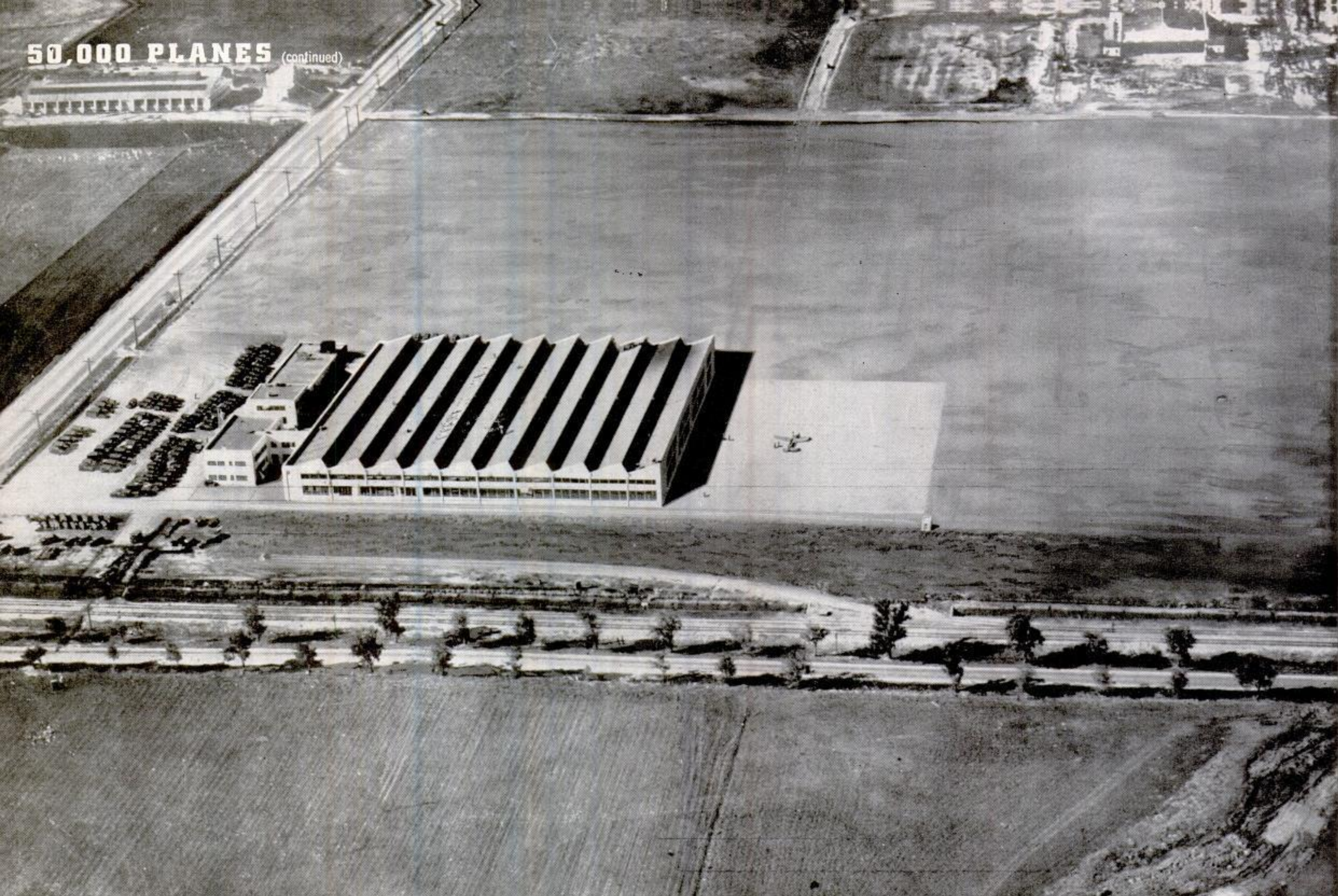
The Curtiss P-40 is replacing the P-36 as the standard Army pursuit. With its streamlined, liquid-cooled Allison engine it can do better than 350 m.p.h. The Army has ordered 500.



The Douglas B-23, a slim and speedier modification of the Douglas B-18, is replacing latter plane as the Army's standard medium bomber. It does at least 300 m.p.h. The Army ordered about 200.



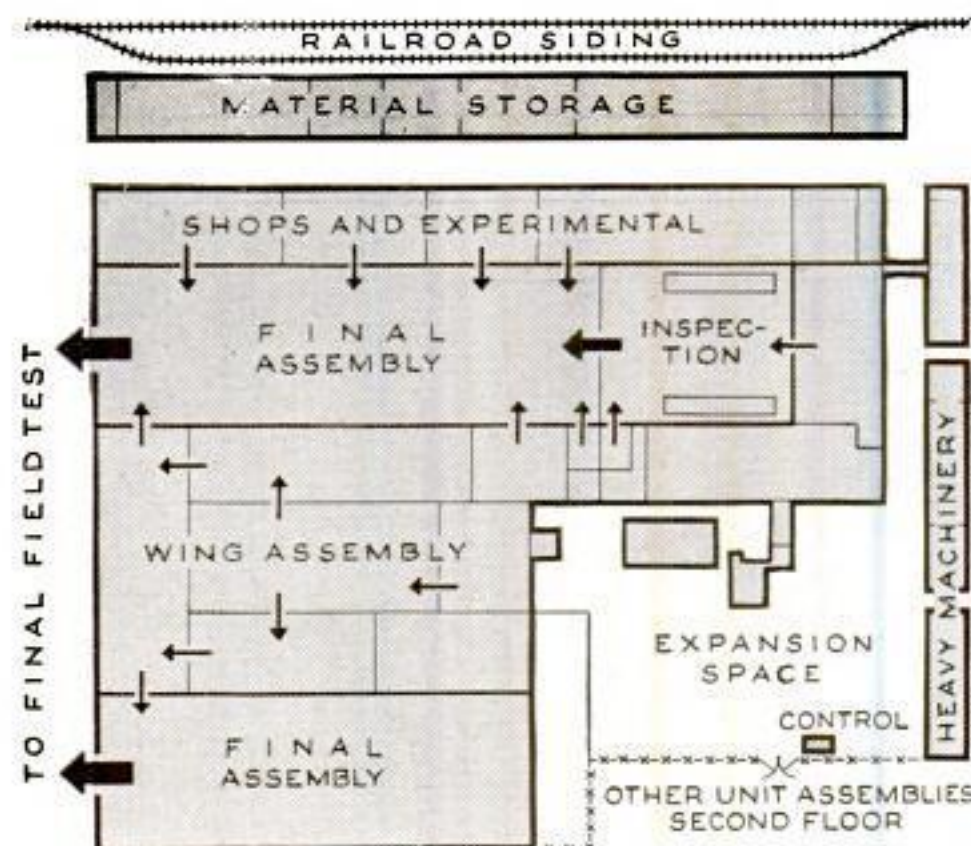
The Consolidated B-24 is the newest Flying Fortress, fitted with new type of wing. It can better 300 m.p.h. Most important, it is designed for mass production.



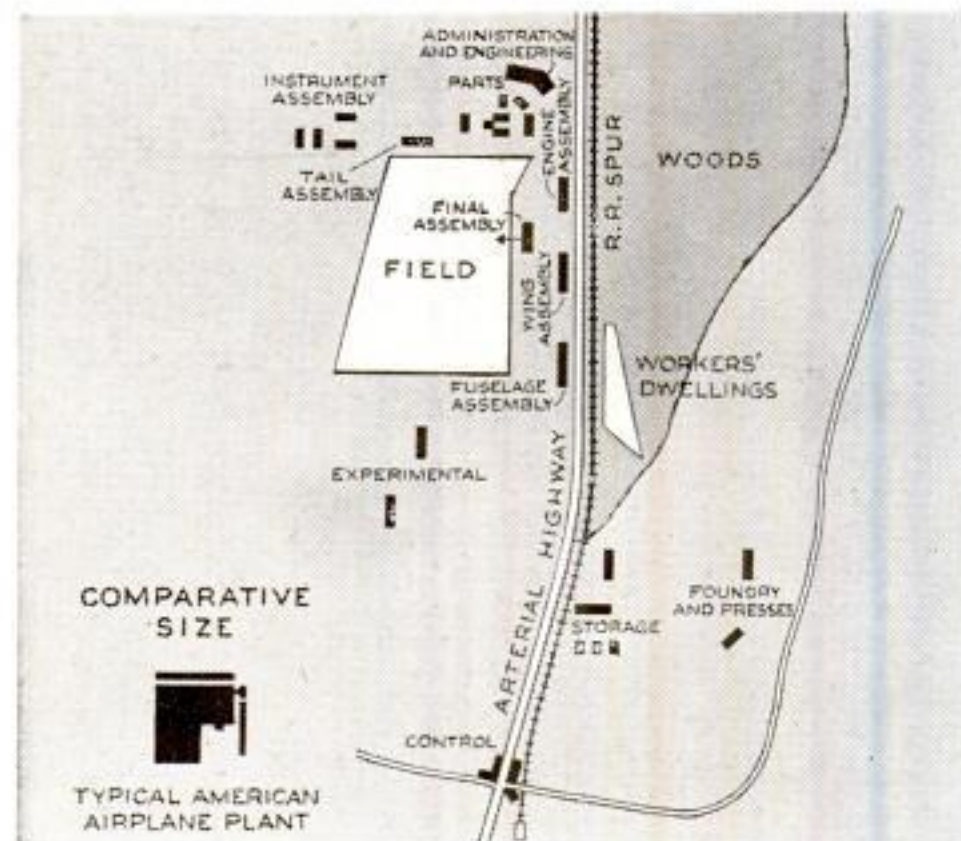
The North American factory in 1936 was a small building in a big field at Inglewood, near Los Angeles. The few dozen

workers parked their cars in front of the administration building at far left. A smart, spry company, North Amer-

ican was then working on an order of 95 basic trainers for the Army. Look opposite to see the plant as it is today.



U. S. plants are built for efficient production, most operations under one roof. One bomb hit might ruin the works.



German plants are built for safety, separate operations are scattered. A bomb hit would halt only one operation.

U. S. ENTERPRISE HAS TO MATCH DICTATED ECONOMY

The before & after pictures of the North American plant (above and opposite) present spectacular evidence of the recent growth of the U. S. aircraft industry. The drawings (left) and the map (right) suggest what democratic America is up against in attempting to go further and match the spawning production and strategic plant dispersals of Nazi Germany.

U. S. manufacturers have located and built and run their plants according to the profit-making dictates of efficiency and economy. German manufacturers have located and built and run theirs according to the war-making dictates of Hitler and Göring.

As rearming dictators of a socialist state, the Nazi militarists have fixed prices and production as they pleased. They have assigned workers to any jobs and hours and places they pleased. They have deprived their non-war industries of raw materials and tools, and forced their people to go comfortless and hungry, so that the arms factories might be fed to bursting.

As discussed on page 84, the first requisite for greatly increased U. S. airplane production is that the U. S. Government give manufacturers—as Germany has—plenty of orders and assurance of more to come. But Americans, in addition to paying heavily in money, may also have to make voluntarily some sacrifices of the sort that Germans have. One sacrifice suggested immediately after the President announced his 50,000-plane program was that they may have to forego the luxury of new yearly models of their auto-

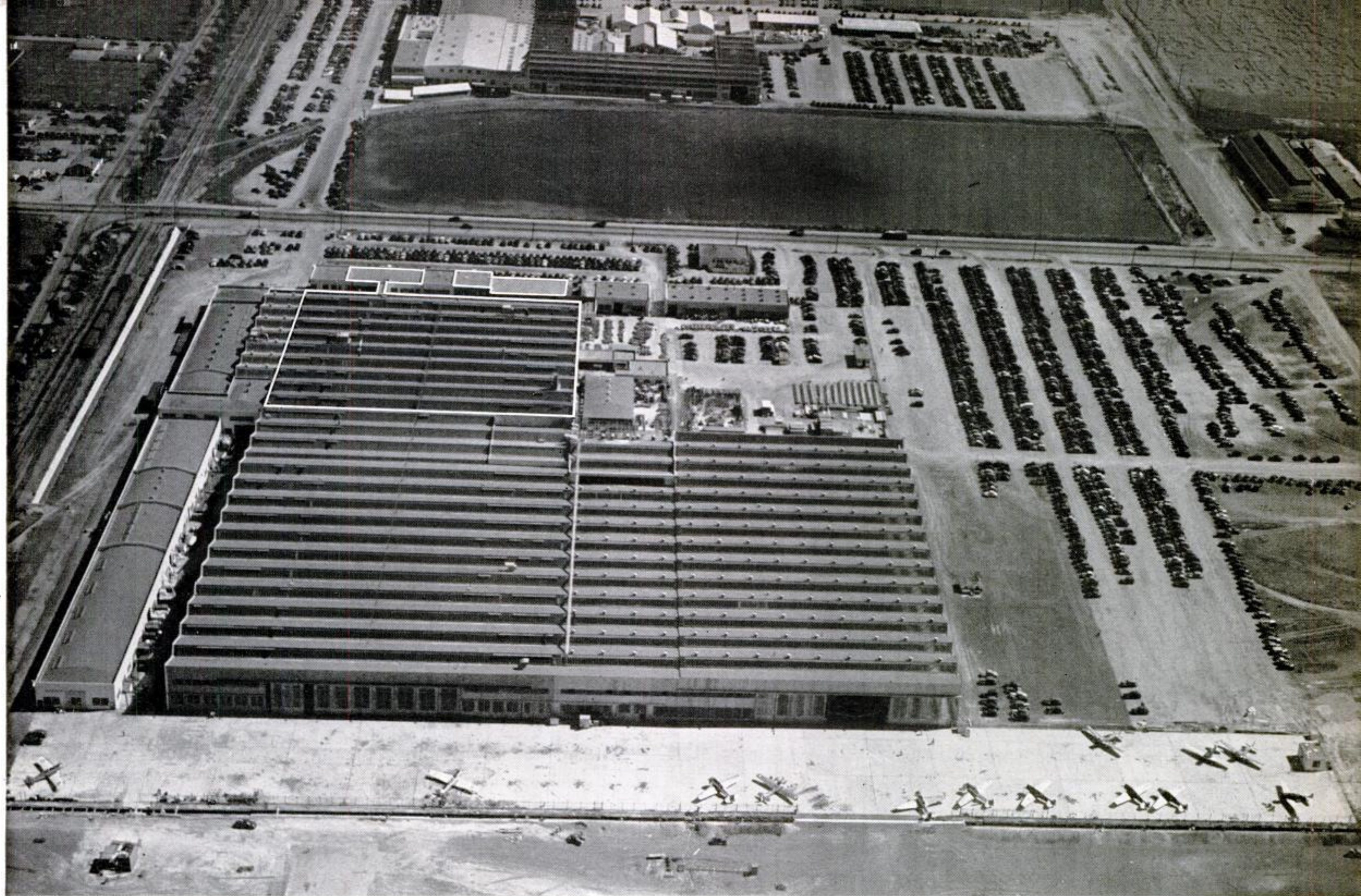
mobiles. Freezing of auto models would release hundreds of skilled workmen to produce dies and machine tools for making new airplanes.

Aircraft workers may have to sacrifice temporarily some of Labor's privileges, such as protection of the Wages & Hours Act or even the right to strike. Many more specially skilled workers must be trained. Additional aircraft engineers are urgently needed.

Government may have to modify its anti-monopoly and tax laws. Certainly the military departments must modify even further than they have their traditional insistence on putting plane manufacturers through a slow and expensive procedure of bidding and testing against each other for contract awards. Further standardization of models, essential for cheap mass production, must be accepted.

A government regulatory body similar to the World War's War Industries Board seems indispensable to co-ordinate the vast program, to determine priorities of raw materials and tools and transportation at least among the various armament producers.

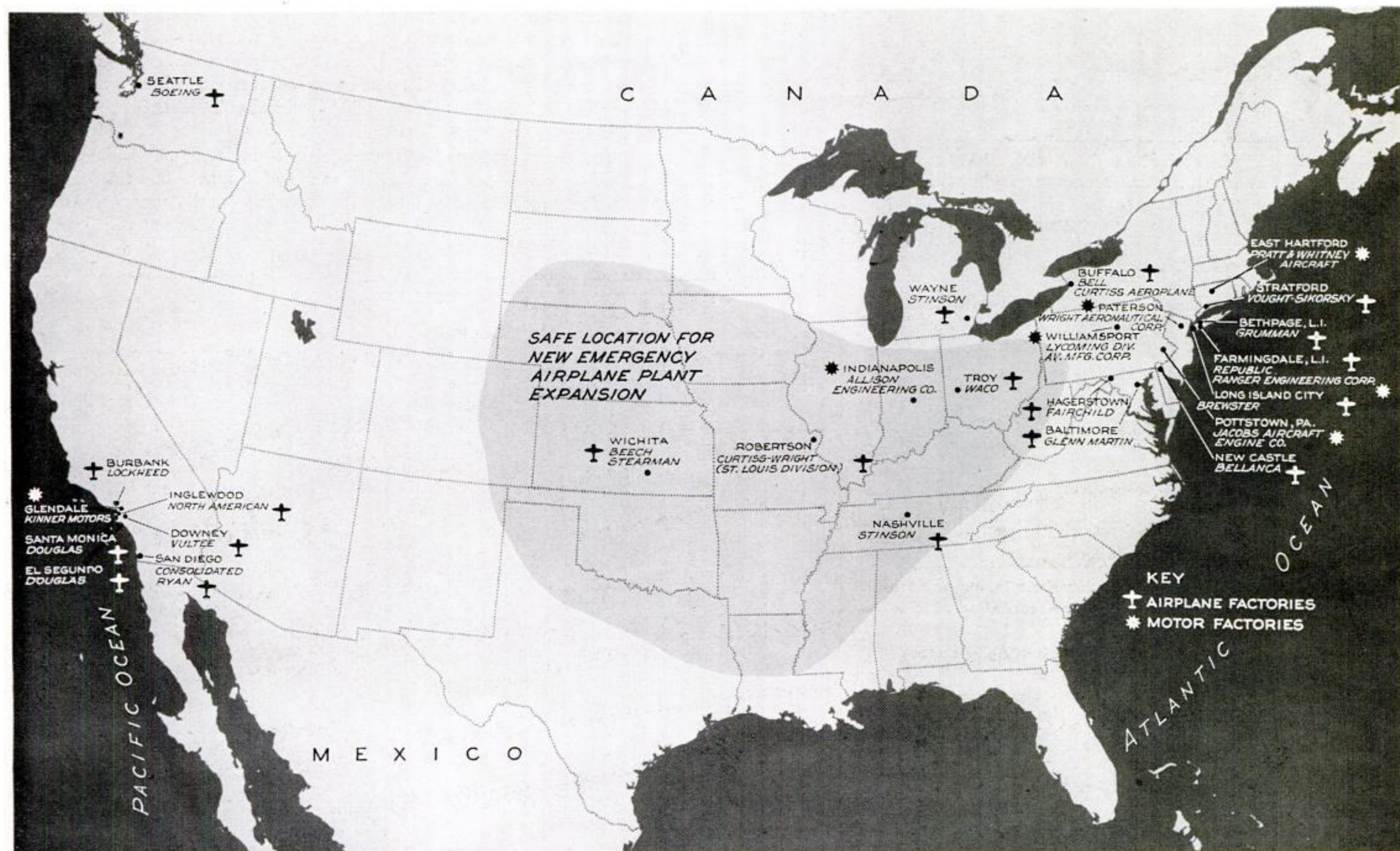
At a press conference after his speech President Roosevelt suggested that some new defense funds may be spent for the building of new mid-continent airplane factories, probably to be Government-owned but privately operated. U. S. aircraft manufacturers oppose Government operation. They offer to demonstrate that, in America at least, free enterprise can still meet the challenge of dictatorship.



The North American factory in 1940 has spread fourfold, now fills up almost half the big field. Workers' cars now form

long lines at right. New planes are strung along the apron in foreground. Expansion was speeded in 1938 when Brit-

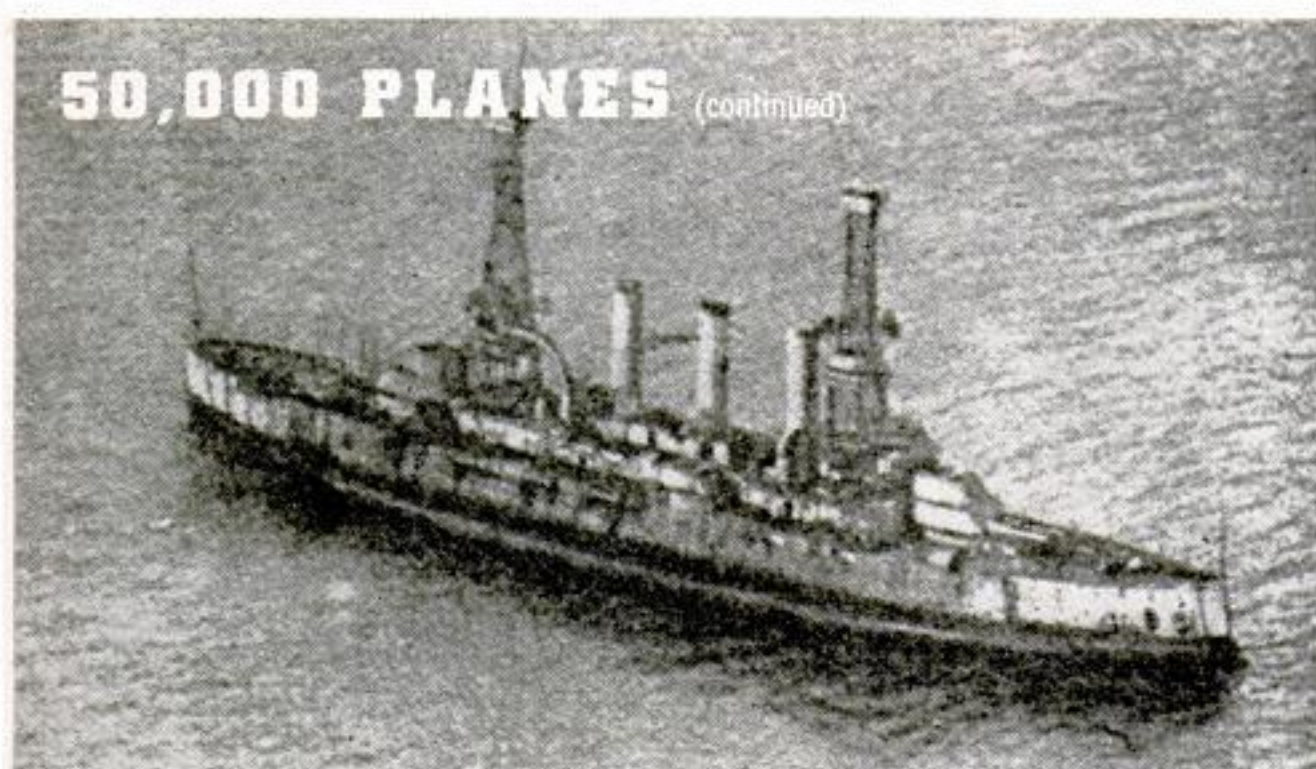
ish ordered 400 training planes. Today, North American is still producing trainers for the British, pursuits for Allies.



The aircraft plants of the U. S. are clustered in two highly vulnerable spots, one in the Northeast section of the coun-

try, the other in Southern California around Los Angeles. Two of the big three engine-makers are near the Eastern sea-

board. President Roosevelt now proposes that all new plane plants be located between the Alleghenies and the Rockies.



The U. S. S. "Virginia," outworn battleship which had been the flagship of the White Fleet when it toured world, was bomb target for Mitchell test Sept. 5, 1923.



Air marksmanship was shown by spectacular burst when 25-lb. phosphorus bombs struck ship. Phosphorus bomb was then weapon for disabling anti-aircraft crews.



Seven Martin bombers led by Mitchell attacked Virginia at 3,000 ft., dropped eleven 1,100-lb. bombs. First hit on ship's afterdeck was scored by fourth bomb.



Battered by three more hits, the battleship lay with basket mast and all three funnels gone, shortly listed and sank. Elapsed time from start of attack: 26 minutes.



TO STOP AN INVASION U. S. NEEDS BOMBERS



"BILLY" MITCHELL

America has not notably honored its prophets of the air. Major Al Williams, Scripps-Howard aviation commentator, has long since won himself a crank's reputation by his loud insistence that air-power would prove as decisive in war as Germany has now proved it to be. Colonel Charles A. Lindbergh roused anti-Nazi wrath by his persistent warnings of German air superiority. And for clamoring that U. S. Army and Navy heads were willfully blind to the growing importance of aviation, the greatest of the prophets, the late General William L. ("Billy") Mitchell, was first demoted, then court-martialed and kicked out of the Army.

"Billy" Mitchell's triumphant vindication did not even have to await the coming of total war. Immediately after the World War, in which he served heroically as U. S. air commander, Mitchell began arguing that the airplane had seriously reduced the effectiveness of the warship. Navy bigwigs, according to an Administration official of the time, were "greatly annoyed," but finally consented to let him demonstrate his theories on some old ships. Despite results shown in the pictures at left, the Navy remained unconvinced. Not until last fortnight, four years after General Mitchell's death, was his point at last partially conceded by a top-ranking Navy official. On May 1, after pondering the dispatches from Norway, Secretary of the Navy Charles Edison at a press conference cautiously observed that "aircraft have temporary advantage over ships."

Tradition-set Army and Navy bureaucrats including Secretary of War Woodring, who keep the air forces under their thumbs instead of in a separate air service as urged by "Billy" Mitchell, still tend to favor guns and ships over planes. But the President and the people seem thoroughly sold on a huge air program. Biggest selling argument, combined with German successes in Europe, is the scary timetable of the President's defense speech. This, with a few corrections of inconsistencies in time, appears on the map opposite.

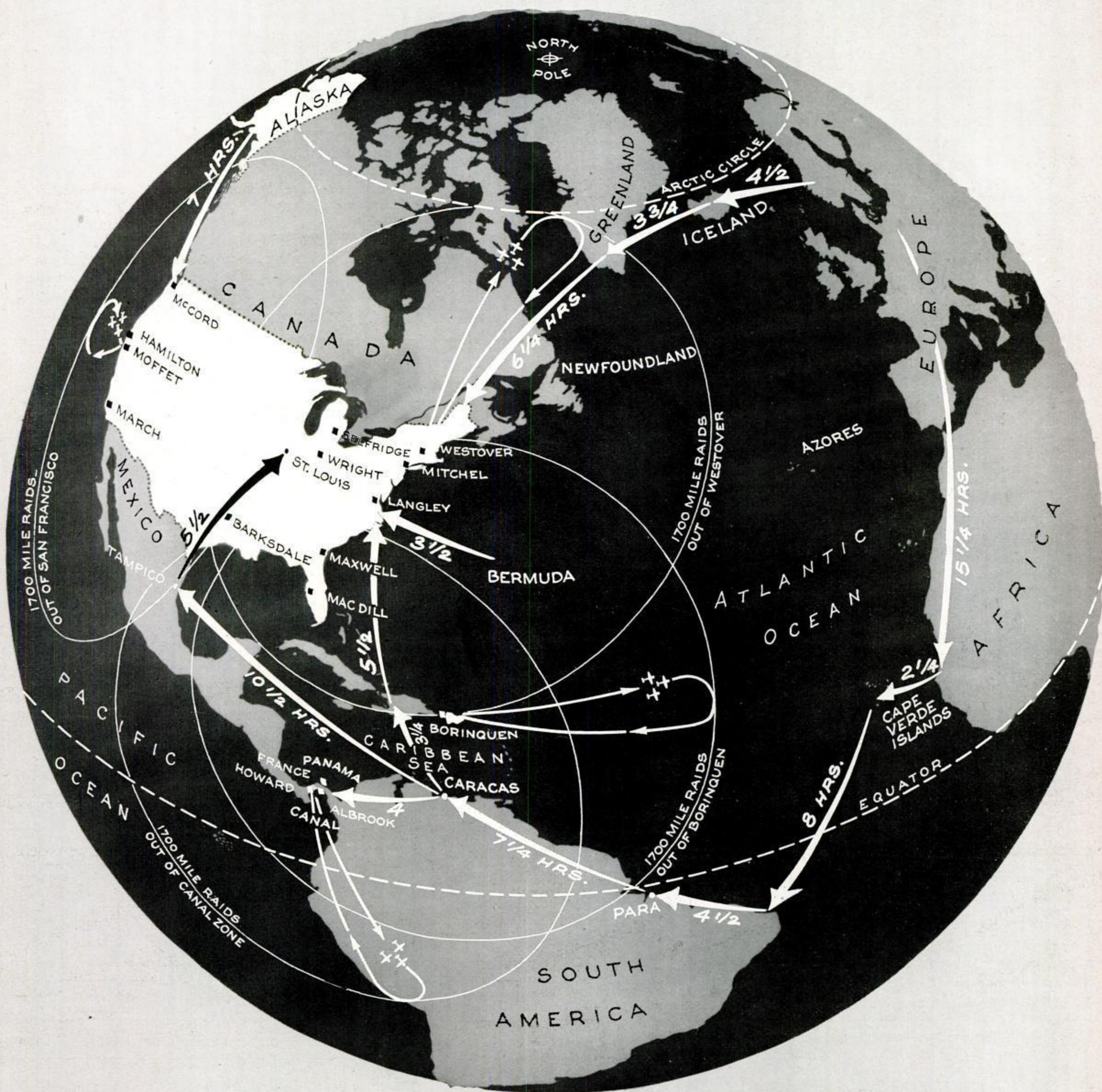
Some experts, notably General Hugh Johnson, have rebuked the President for implying by his timetable that whole armies could be transported to the Western Hemisphere as rapidly as bombers can fly. But the possibility remains that an invader with superior airpower might first send his bombers to establish Western Hemisphere bases, then move in an army under their protection. To meet that threat the U. S. must have, in addition to land and sea forces, an air force capable of reaching and demolishing such bases. That is why the President is asking for some 200 new long-range Flying Fortresses.

As shown on the map, most potential enemy bases—including much-discussed Newfoundland—are well within attacking range of bombers launched from present U. S. Army air bases. But Alaska is distant and South America—below Para, Brazil and southern Peru—is beyond range. Indicated needs: a base in Alaska (which the Army asked for last year and did not get) and one or more in South America to be operated jointly by the U. S. and the nation involved.



Secretary Edison (left), shown appearing before Naval Affairs Committee, conceded May 1 that

"aircraft have temporary advantage over ships." He advised heavier topside armor for battleships.



U. S. defense timetable, as adapted from the President's speech, shows in circles the round-trip ranges of fully loaded

bombers flying from U. S. Army air bases at Holyoke, Mass. (Westover), Borinquen, P. R. (Borinquen), Panama Ca-

nal Zone (Howard) and San Francisco (Moffet). Arrows indicate possible invasion routes, with times at 200 m.p.h.

THE LITTLE KING

Of the world's monarchs who remain on their thrones, Victor Emmanuel III of Italy seems the least important and the most ridiculous—a diminutive, pathetic marionette flung about by a move of the great Mussolini's fingers. Yet the Italian people, from peasant to Fascist satrap, revere him—a fact which, in the present state of the world's affairs, may have interesting consequences.

When Victor Emmanuel lets his will be known in his inconspicuous but effective fashion, it carries very great weight. It is very difficult even for Mussolini to override such a dictum as Victor Emmanuel pronounced last September: "While I am head of the House of Savoy, Italy will not take up arms against France." And Mussolini knows it. If Mussolini has decided to enter the war on Hitler's side, a powerful group of the older Party satraps, like Italo Balbo and Oduardo Dino Alfieri, will support him wholeheartedly. They and Il Duce's propaganda machine have kept up a steady barrage on the country during the past weeks to prove that great glory and vast riches are to be gained at Hitler's elbow. The idea sits well with the youth of the nation. And they, as in Germany, carry the guns and are the deciding element of public opinion. To the bulk of the population, however, the thought of helping fight the Nazi war is extremely repugnant. The Church and the Royal House form a strong nucleus, for which the Reich has no equivalent, around which this opposition can grow.

The King-Emperor is no regal figure. Whenever the scrawny, elderly little man appears in public, he looks unhappy. His face is pinched and wan. His vague eyes of watery blue flicker and dart incessantly. His thin mouth twitches in a nervous grin. And he goes through the required nods, salutes and processions with the jerky precision of a mechanical doll, his big torso and short legs accenting the awkwardness of his gait.

His Majesty is surrounded by unfortunate contrasts. The Duce, though only 5 ft. 6 in. tall himself, appears to tower over him. Mussolini's powerful head and shoulders, his rapid steps and dramatically brutal gestures throw the little monarch into pitilessly sharp relief when they are together. Victor Emmanuel's wife, Queen

King Victor Emmanuel III, 5 ft. 3½ in. tall, and 6-ft. Crown Prince Umberto chat during maneu-

vers. Umberto, now reconciled to Mussolini, has second most important Army command in Italy.



KING CARRIES MAP, TALKS WITH DUCE



HE AND HIS AIDES WALK TO MANEUVERS



ON THRONE HE OPENS FASCIST CHAMBER



HE FLIES WITH BALBO (RIGHT)



HE STROLLS WITH U. S. AMBASSADOR



HE PRESENTS STANDARD TO AIR FORCE



HE DEDICATES WORLD WAR MONUMENTS



HE SEES CHILDREN'S SUMMER CAMP

TINY VICTOR EMMANUEL PLAYS A BIG ROLE IN ITALY'S CHOICE TO WAGE WAR OR KEEP PEACE

by FREDERIC SONDERN JR.

Elena, a nearly 6-ft. figure of Wagnerian proportions, almost makes him disappear. Victor's bodyguard—the gorgeously beplumed, be-spangled and helmeted Royal Guard—who are chosen for their height and good looks, complete the background.

The Little King's chamberlain, Marquis di Borgo San Dalmazzo, has invented various chicaneries to conceal the King's stature. The back seats of the royal cars are raised on one side so that the King can be seen through the windows as clearly as his wife. Queen Elena's *prie-dieu* in church is lower than her husband's. And Victor Emmanuel's chairs and thrones are so constructed that his feet rest firmly on the floor. He always wears uniforms, which suit him best, and generally a long cloak or greatcoat conceals his legs. His high, peaked cap gives him height. He was annoyed when, on several occasions, he had to wear the steel helmet specified by Mussolini for special saber-rattling ceremonies.

Owing to the King's sensitiveness about his handicaps, he hates newspapermen. No reporter is allowed within earshot and no photographer nearer than is absolutely necessary. A few years ago an English correspondent who was a special guest of Mussolini got into the King's entourage. Victor Emmanuel discovered him. Usually mild-mannered and polite, His Majesty barked a few well-chosen words at Il Duce del Fascismo, turned on his heel and made for his car. Mussolini has never objected to the monarch's reluctance before. The House of Savoy was to be as unsung as possible. But now that the Duce needs its prestige at his back, Victor Emmanuel's hatred of publicity is very embarrassing.

Whenever and wherever in Italy little Victor Emmanuel appears, the crowds that turn out to see him go wild. Peasants come from miles around—and not by command of the local Fascio—when they know that he is passing a village. So great is his popularity that even the most fanatical Fascists admit that in a real struggle between Il Fascismo and the House of Savoy, Mussolini would have a hard time maintaining his regime.

That seems an almost incredible statement. But if one asks the Italian—be he peasant or banker—one's incredulous "why" gets

CONTINUED ON NEXT PAGE



WITH QUEEN ELENA TOWERING OVER HIM, HE VISITS THE POPE

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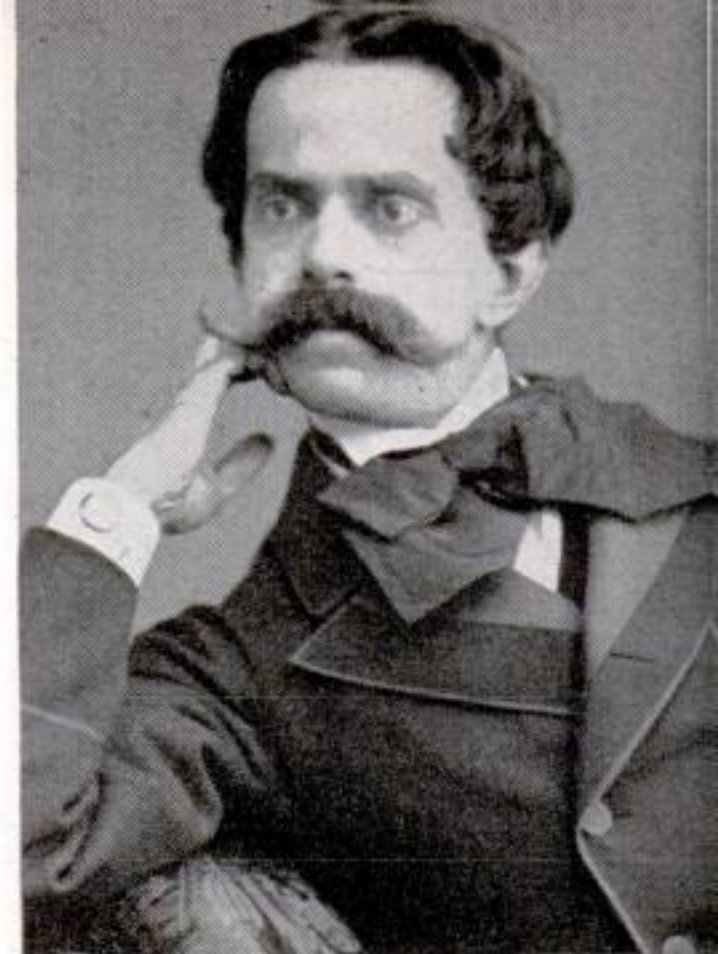
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His grandfather, bearded Victor Emmanuel II, became the first King of Italy in 1861 with the assistance of Cavour and Garibaldi.



His father, mustachioed Humbert "the Good," was assassinated in 1900. Two earlier attempts to murder him failed.

THE LITTLE KING (continued)

very emphatic answers. "He may be small but he is a very brave man. I saw him during the Sicilian earthquake. . . . "Ecco, I saw him when we were fighting on the Piave. He was helping to move a gun. . . . "When he is needed, he always arrives. . . . "We know and trust him as we did his father and grandfather. . . . "Mussolini says that he respects him more than anyone in Italy. . . . "

Mussolini's respect may be swept aside by his desires for victory and the establishment of a real *Impero* with Germany's help. One of Mussolini's most loyal satraps made the surprising remark recently that "Il Fascismo is Italy's guiding star but the House of Savoy is its bedrock foundation." Reasons for this are to be found in the story of the Little King's life—a story which, strangely enough, has never reached very far over the borders of his own country.

The Little King was brought up strictly

Victor Emmanuel III was born on Nov. 11, 1869 in the Palace of Capodimonte at Naples. He was named, according to the custom of his House, after his grandfather—Victor Emmanuel II, the "Gallant King," unifier, liberator and founder of modern Italy. It is on the exploits and personality of the swashbuckling but shrewd, typically Italian "Re Galantuomo" that a good part of the tradition and popularity of the House of Savoy rests. Italy, split into countless small states, had been groaning under petty tyrants—most of them foreign—for generations, when the heroic Savoyard with his Prime Minister Cavour and the fanatic Garibaldi started their campaign and finally welded a nation.

Victor Emmanuel's mother and father had very set ideas on how a future king should be brought up. Queen Margherita decided that Victor Emmanuel's education would be radically different from that of the other princes of the day. Even in England the children of the Royal Family were pampered and treated "according to their rank." With Victor Emmanuel it was going to be otherwise.

Queen Margherita found in the British colony in Rome a primly starched, severe and very English Miss Elizabeth Lee, who took Christian Teachings, good manners and red plush extremely seriously. As soon as the Prince was old enough, Miss Lee laid down a course of lessons that would have staggered the average child. Her particular hate was the dissolute Roman aristocracy, and she apparently felt that it was her mission to fortify Victor Emmanuel against the carnal sinfulness of his surroundings. She did a good job of it. The Prince of Naples—Victor Emmanuel's title at the time—knew not only his reading, writing and arithmetic at the age of 10 but the contents of a great many tracts on morals by heart. Victor Emmanuel was a delicate child—rickets gave him the spindly legs which he has always tried so desperately to hide—but Miss Lee drove him mercilessly. Among his few relaxations from her interminable lessons were, in the summertime, visits to ships in the harbor of Venice. His favorites were the stately British men-of-war whose captains told him stories of their adventures.

When the young Prince was 12 his parents decided that he had had enough of women's influence. Queen Margherita picked the fearsome Colonel Egidio Osio to be his tutor. Osio was an old friend of the royal family, had spent his whole life in the Army and had been at the side of Victor Emmanuel II all through the campaigns for the unification of Italy. A huge man, with a rasp-like voice, he was the apotheosis of the Prussian drillmaster. Duty, correctness and precision were his gods. By solemn agreement with the King and Queen, the colonel was given exclusive and unquestioned control of Victor Emmanuel.



As Prince of Naples, the King had long curls, a three-cornered hat, a lace collar, and carried a little whip.



His father-in-law was rugged Prince Nicholas of Montenegro, who carried a pistol in his waistband and picked pockets for fun.

Osio's discipline was even more merciless than Miss Lee's. "To learn how to command one must first learn how to obey," was his favorite dictum. The young Prince lost his temper once while playing with one of his cousins. "When I am King," he shrieked, "I shall have your head cut off." Three days alone on bread and water was the punishment that the implacable colonel meted out. Osio insisted that the teachers who came in to give the Prince his lessons treat him like any other small boy. If a book fell on the floor Victor Emmanuel had to pick it up. The Prince was given a hard, straight-backed chair while the teacher sat in a comfortable one.

The little boy in the Quirinal was given a prodigious curriculum of studies. He worked from 7 in the morning until 3 in the afternoon. And even after that, whether riding, shooting or sailing with Osio, or digging trenches and building ramparts in the Quirinal gardens under the colonel's eye, all was conducted with military precision.

He hated riding, learned to be prompt

Victor Emmanuel particularly hated riding. His weak little legs never allowed him to take a firm seat and he was terrified of horses anyway. But Osio was adamant. "A king must ride," he stated. Tardiness and sloppiness, even the most minute, were unforgivable crimes, immediately and severely punished. A few years ago an ambassador once complimented the King on his unfailing punctuality. "Yes," replied the King with a wan smile, "I don't think that I have ever forgotten anything that Osio taught me. It would be hard to."

On the trips that they made around Italy and the Mediterranean, Osio insisted that Victor Emmanuel read up and know in advance the history and topography of the places to be visited. "It is amazing," the mayor of a small Italian town once remarked. "I met His Majesty recently by accident. He knew all about my district. I was very proud." As he grew older the Prince specialized more and more on military subjects. He was given the same courses that he would have had at the military academy, but more advanced. He learned quickly and easily, and his remarkable memory stored up a vast amount of detail. The King has a card-index memory with which he still likes to surprise people. On seeing an obscure prefect from a remote corner of the country, he will take up an unfinished conversation that he had with him five years back.

Once a year the young Victor Emmanuel had to go through a terrifying ordeal—an oral examination before his mother and father, the Minister of War, the principals of the military colleges and other officers. The boy had to answer questions, standing for three hours. Colonel Osio always had reason to be pleased. Victor Emmanuel has kept up these studies all his life. Mussolini and General Badoglio frequently go to him for military advice, and General Gamelin recently remarked that the Italian King is one of the finest strategists in Europe.

Out of Osio's mill at the age of 20, there emerged a young man of whom Queen Victoria, no mean judge, said some years later that he was "the most intelligent prince in Europe." He certainly was well-educated, traveled and read. But Colonel Osio's overpowering personality had smashed his initiative and self-confidence. Lacking playmates and time to play—Osio always said that that should come later—Victor Emmanuel was a shy introvert, weighed down and confused by the very weight of his learning. To break his dislike of crowds, his father, King Humbert, somewhat sadistically sent him to as many ship-launchings and cornerstone-layings as possible.

On one such junket—the coronation of Czar Nicholas II of Russia at St. Petersburg—Victor Emmanuel met Elena, the daughter of Prince Nicholas of Montenegro. The little Prince, then 25, was both

CONTINUED ON NEXT PAGE



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With new Prince of Naples, he posed for snapshot taken by Queen Elena on the baby's first birthday in 1937.



Crown Prince Umberto poses with his son Prince Victor Emmanuel (Prince of Naples), now 3; his pretty wife Marie-José, sister of

THE LITTLE KING (continued)

fascinated and terrified by the tall, wild Balkan Princess. He had never seen anyone like her. She hunted and rode like a man, had bad manners and a deep resonant voice. He fell in love with her—violently—but was much too shy to say so. Elena was touched, then interested. And by the time the coronation ceremonies were over she had persuaded him to propose and had accepted.

Elena and her family were, to the Italian mind, little more than savages who sang strange songs and danced strange dances in their hovel of a palace at Cettigne. Prince Nicholas, Elena's father, was a large and brawny chieftain who always carried an assortment of knives and pistols in his belt. Involved in various blood feuds, he was equally skilful at shooting and writing very fine verse, but his favorite occupations were poker—at which he frequently cheated—and picking pockets, which he did for fun to the consternation of visiting diplomats. He was clever at that also and once succeeded in removing Czar Nicholas' watch in front of a large crowd without anyone noticing. Elena shared Nicholas' somewhat robust humor and went with him on most of his hunting and climbing expeditions, which were generally made quite dangerous by sniping tribesmen. There was little ceremony at Cettigne and the Princess used to go down to the harbor of Antivari to sell eggs from her father's farm.

All this was a shock to the parents of the prospective groom. What would the Roman aristocracy think? And besides, Victor Emmanuel must marry a German princess for reasons of state. But the Prince had made up his mind. Queen Margherita finally persuaded Humbert that fresh, peasant blood would do the House of Savoy no harm. And in October 1896, Victor Emmanuel and Elena were married in Rome, while Prince Nicholas had to be restrained by his wife from stealing watches in the crowd. This strange marriage has been one of the happiest royal combinations in Europe.

Assassination of his father made Victor king

Four years later Victor Emmanuel was catapulted to the throne. He and his wife were on one of their frequent Mediterranean cruises, which gave them the privacy they enjoyed so much, when a torpedo boat streaked out to intercept their yacht off the Italian coast. King Humbert had been assassinated by an anarchist at Monza. Victor Emmanuel had never been fond of his father but violence against the sacrosanct House that he stood for appalled him. From that day on there was a deep-seated hatred in his heart for radicals of every shade—a hatred which played a large part later in his decision to call Mussolini to the dictatorship in 1922.

Victor Emmanuel inherited his country in very bad shape. King Humbert had been a weak ruler and the parliamentary intrigues and corruption in Rome, as well as an ill-starred colonial campaign had left the country's economics in ruins. The keynote of his speech of accession was: "Let us educate our generation in the love of country and honest work." He did his best. He traveled tirelessly around Europe, patched up Italy's foreign trade and began restoring the country's position to that of a major power. But he had neither the cunning nor the strength to deal with the Roman aristocracy which hated him, or the politicians who found him gullible. Governments rose and fell with startling rapidity, and the best of the Italian farmers left for America in droves. Victor Emmanuel fumed, thought and made plans in the Quirinal.

In 1914 the King was faced with a crucial decision. He took it promptly. Despite enormous pressure from Germany and Austria, Italy remained neutral. Victor Emmanuel hated both Kaiser Wil-

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King Leopold of Belgium; and their daughter Princess Maria, now 5. An attack was made on Umberto's life day he became engaged.



The Duke of Aosta, the King's cousin, is the Viceroy of Ethiopia, wears a furry headdress to awe the natives.

helm and Emperor Franz Josef, who had never concealed their contempt for Italy and its ruler. The Little King waited until feeling against the Central Powers had risen to fever pitch in Italy, engineered the collapse of the dominating, pro-neutrality Party in Parliament—which had been bought by German funds—and on May 23, 1915, declared war.

In World War I, King was called "Il Fante"

Victor Emmanuel's career during the war years won him the love of millions of Italians and a title of which he is very proud—*Il Fante*, the foot soldier. As soon as war broke out, he left for the front and stayed there for three years. In a battered little gray Fiat, with a tattered canvas roof that always leaked, he toured the lines through mud, heat and snow, often sleeping in hovels or in the open.

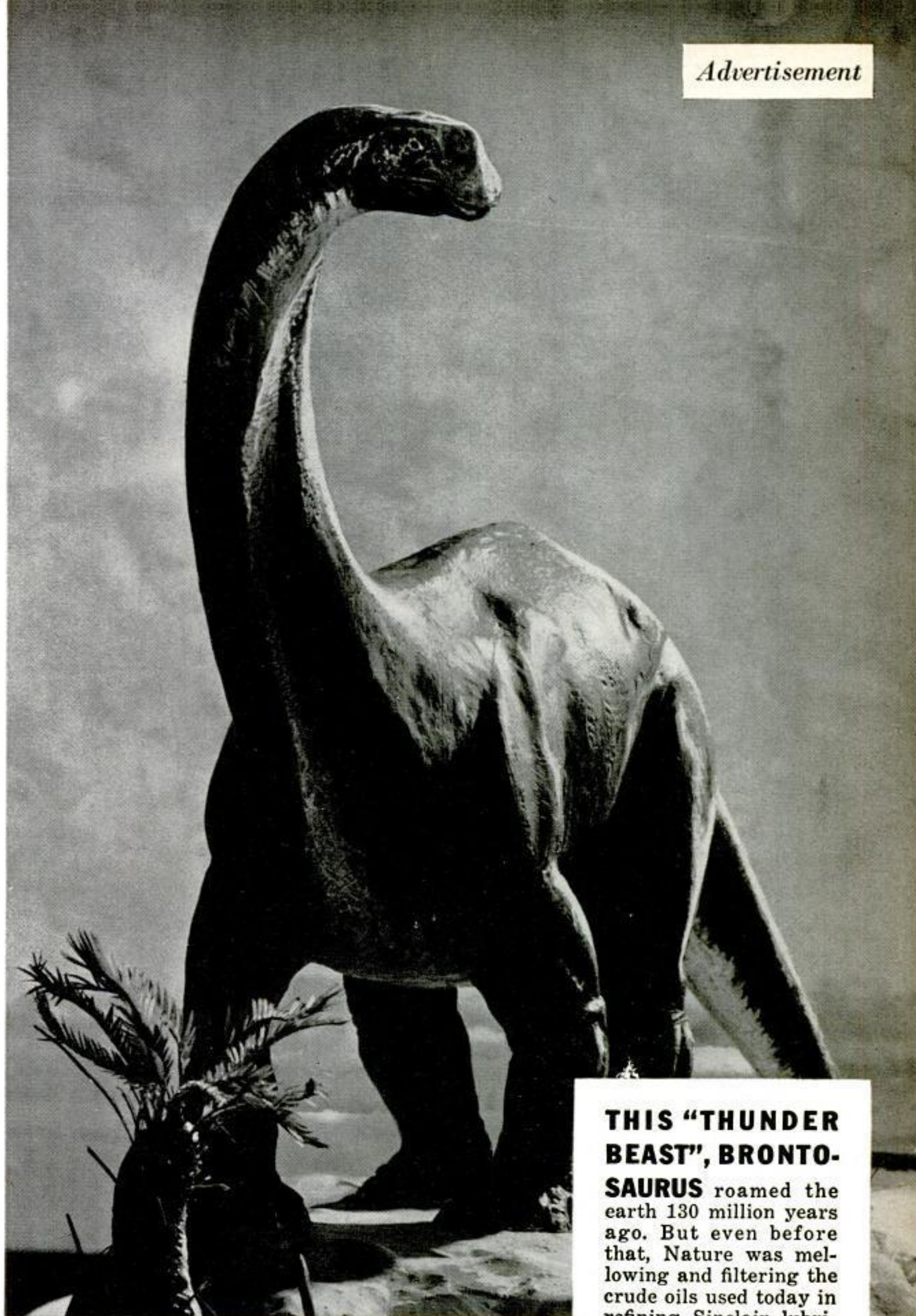
The men thought at first that the "Little General" was rather a joke. But he soon became a mascot and then an idol. During the bitter winters of '16 and '17, in the teeth of the worst cold, he used to climb up into the frozen Alpine emplacements with a few soldiers carrying supplies of cigars and cheese—special delicacies for the soldiers—which he doled out with affectionate speeches to his "children." He horrified his generals by taking risks which were, in the Italian Army, strictly reserved for privates and subalterns. The soldiers who saw him do these things wrote home about it. And when he returned to Rome in 1918 with his troops he was given an ovation such as even his grandfather had never received.

It was in the autumn of 1917, while visiting a military hospital at Cividale, that Victor Emmanuel first spoke to a Corporal Benito Mussolini of the Bersagliéri. A few weeks later he saw the same man, wounded again, in a hospital at Ronchi. They had a long conversation. Afterwards the King turned to his aide and remarked, "Ecco, that is a man who, I think, will go a long way."

Just five years later—it was October 30, 1922—50,000 armed and bloodthirsty blackshirts were converging on Rome. In his stuffy, dirty little newspaper office in Milan, a pale, unkempt and nervous Benito Mussolini was pacing up and down, waiting to see whether his bluff would work or whether a civil war, which he felt pretty sure of losing, would break out. In Rome, Premier Facta rushed to the Quirinal with a decree declaring martial law. General Pietro Badoglio pleaded with the King. "Give me a few regiments, Majesty, and I'll clean up those loafers in 24 hours." "You probably could, General," the King answered. "But I have other plans. And besides, I want no bloodshed." To Signor Facta, who had just arrived, he continued: "You will not proclaim martial law, and you, sir, are no longer Premier." And turning to General Cittadini, his aide-de-camp, he concluded very calmly, "Call Mussolini. Tell him he can come to Rome and form a cabinet."

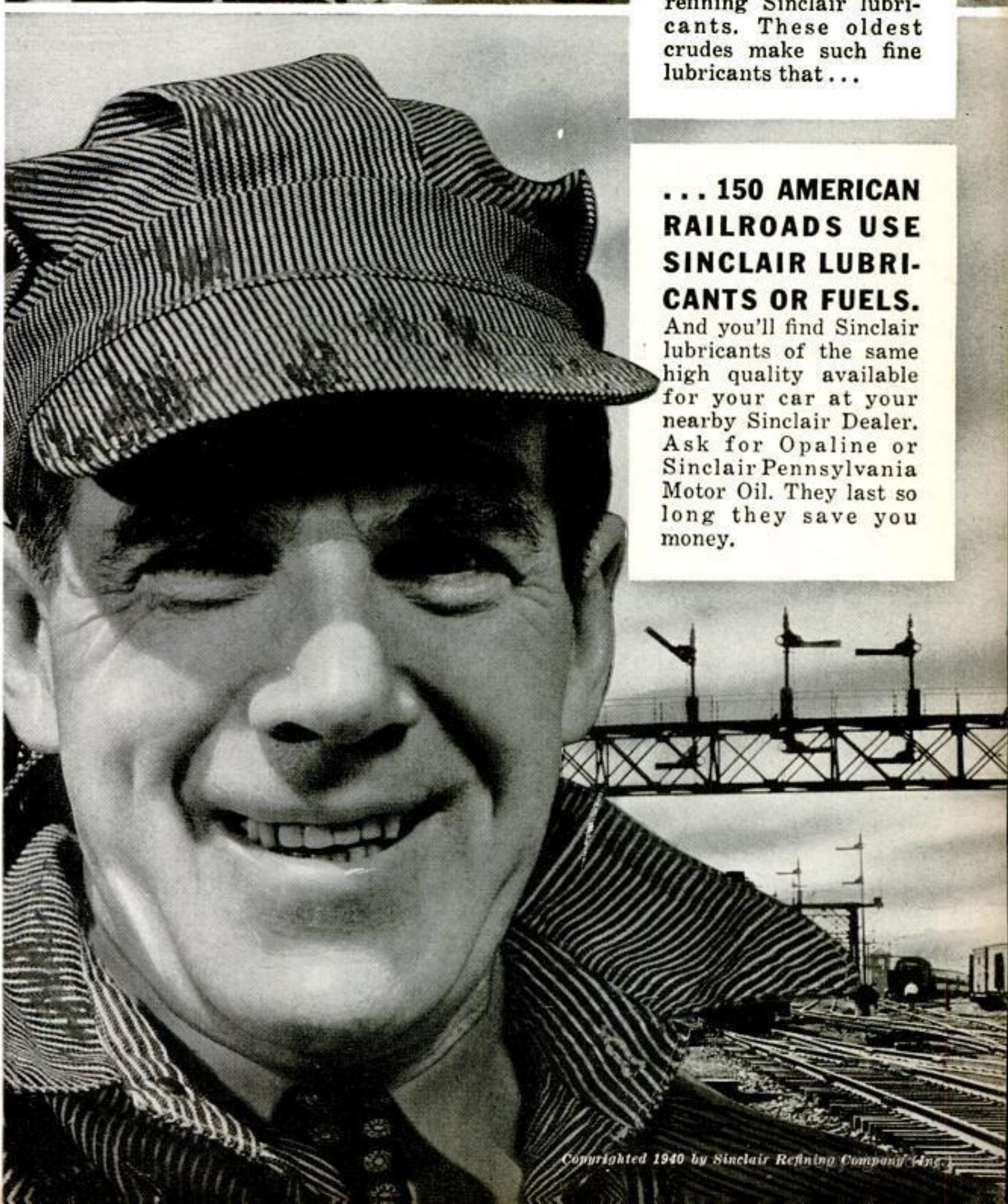
Victor Emmanuel had figured it all out in his quiet way. The country, unprepared for the conflict in 1914, had been bled white again by its cost. Victor Emmanuel had more faith in the Duce's ideas than in the guns of his own carabinieri and soldiers to make order out of Italy's chaos and end the threat of Communism. Through his mother, Queen Margherita—close friend of Italo Balbo and General de Bono, Mussolini's leading lieutenants—the King had followed "the Bersagliéri corporal's" career very carefully. Queen Margherita believed that Mussolini was royalist and wanted the House of Savoy to stay. Information that Victor Emmanuel had from his secret police confirmed that impression. And so, when Balbo and de Bono came to see the Queen Mother at Bordighera about two weeks before the March on Rome began and asked

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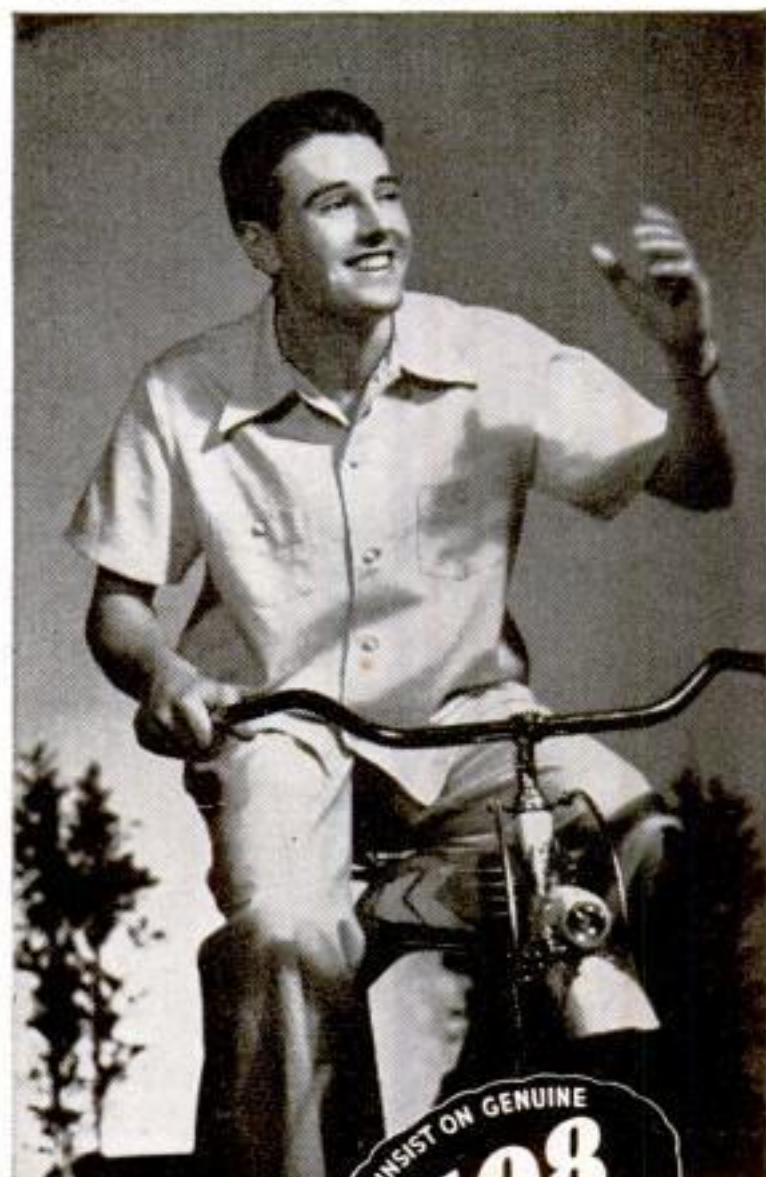
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Kaiser met him before War after German-Italian alliance had been signed. Victor Emmanuel was slightly taller than he is today.



Joffre visited him at the Isonzo front in 1915. In the first six months of the War, Italy lost 250,000 men dead and wounded.

THE LITTLE KING (continued)

whether the King had any objection to the Fascist offensive, Victor Emmanuel gave his consent. That is a private chapter in the history of Fascist Italy.

Mussolini apologized for his black shirt

When Mussolini received General Cittadini's telephone call he could hardly believe his ears. Suspiciously, he demanded that a telegram be sent from Rome confirming his appointment. Half an hour later it arrived and Premier Mussolini left for the capital. When he got there he discovered that some of his baggage had been lost in the confusion and that he had no formal clothes for his visit to the Quirinal. He was furious.

"Why should it worry you?" said one of his aides. "Il Duce can appear before the King in anything he desires."

An ominous frown wrinkled Mussolini's brow. "Listen," he roared at the assembled lieutenants, "and remember! Italy is the House of Savoy. Its head is our King. Our King, do you understand. So he will remain. And when I go to see him, I will be properly dressed out of respect for him and the House which founded this nation."

No cutaway or high hat were to be found that fitted him and so he finally, very reluctantly consented to go in his black shirt. He was so embarrassed that his first words to the King were a profuse apology and not the flowery orations that Fascist historians have put in his mouth. Victor Emmanuel waved it aside. Taking Mussolini's hand, he looked him straight in the eyes and said: "Benito Mussolini, I trust you. The people of Italy, I think, have faith in you. You must not disappoint us." The House of Savoy and Il Fascismo had made a bargain which has been kept to this day.

In the years between there has been friction, of course. In 1926 a group of Party adventurers worked out a plan to drive Victor Emmanuel off his throne and set Mussolini up as monarch. The Duce knew nothing about it. The plan fell into the hands of General Badoglio who took it to the King who sent for the Duce. Mussolini came—and begged forgiveness. Victor Emmanuel smiled his crooked little smile and thanked him. The Duce packed a number of high Fascists off to the Lipari Islands, the dreaded political prison camp and the crisis was over.

There was trouble again just before the Ethiopian war. The King was dead set against such a venture. For weeks the Duce cajoled wheedled and threatened, but it was not until his own generals persuaded him that the King gave his consent. And it was Victor Emmanuel who had to save the bacon in the end. Enraged by the League of Nations sanctions, the Duce lost his head entirely when London threatened to cut off Italy's oil supply. Victor Emmanuel pulled his strings at Buckingham Palace. King Leopold of Belgium—brother of Victor Emmanuel's daughter-in-law—dashed to London and the catastrophe was averted.

There were difficulties again before Hitler's arrival in Rome in May 1938. The shrewd Duce wanted an apparent royal sanction on the unpopular Axis and arranged for the King to do most of the entertaining. Victor Emmanuel balked. He dislikes "that insufferable man" intensely. It took the Duce a long time to persuade him to appear in the center of the gorgeous display.

The most dangerous source of trouble between Il Fascismo and the Royal House has so far been Crown Prince Umberto, the King's only son. Inheriting his mother's fiery Balkan temperament, "Il Principino"—the little Prince—is tall handsome and popular, and knows it. His favorite occupations are playboy amusements—fast cars, skiing and the ladies of the international set at the Lido and on the Riviera. He is a pet of Elsa Maxwell's and whenever he can get away from his wife, Marie-José, sister of



Fleas and lice can transmit tapeworms and sarcoptic mange to dogs... so warns U. S. Dept. of Agriculture Cir. No. 338.

TO BE SURE of ridding your dog of dangerous fleas and lice, use a powder—preferably Pulvex. It's the powder that's constantly offering improvements. The latest is a remarkable "minute-a-week" control method that keeps dogs free of fleas. Folder on can explains all. Pulvex Flea Powder is outstanding because it is so—

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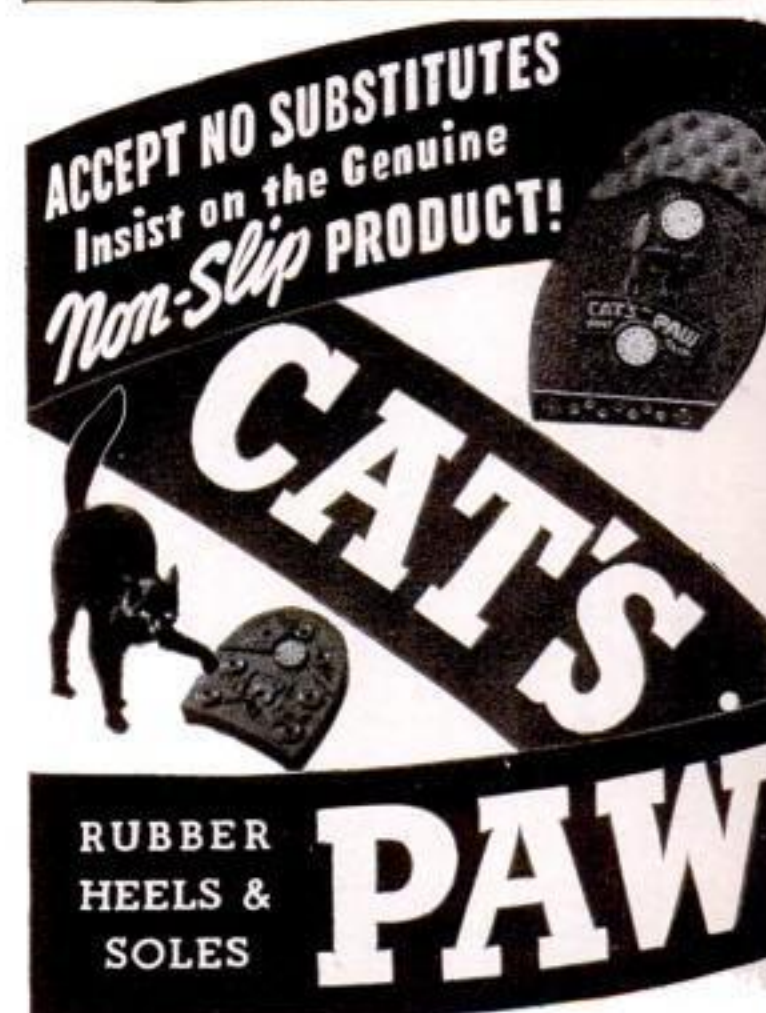


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Take advantage of it, TODAY!

AT DRUG STORES AND BARBER SHOPS



When Hitler visited Rome in 1938, the King, prodded by Mussolini, drove with him to an Air Force display in Rome. The King appears to be almost as tall as Hitler by purposely wearing a peaked cap and sitting in a specially raised rear seat in his car.

the King of the Belgians, he streaks for one of his playgrounds.

Umberto's relationship with Mussolini was never happy. He always spoke to the Duce "as a Prince does to a Prime Minister!" Bored by the provincial aristocracy, he started intrigues with friends in the Army and among the wealthy dissatisfied manufacturers in the north. Finally, after intercepting some messages between Umberto and Italo Balbo (himself ambitious and now exiled as Governor of Libya for his ambitions) Mussolini took action. He decreed that the Fascist Grand Council must approve the qualifications of the heir apparent before he mounts the throne, and that any change in laws of succession must also be approved by that body.

Mussolini wanted a Savoyard as future king, however. The Duce's plan is to continue the monarchy and have it rule side by side with the Fascist Grand Council, which he is building into a self-perpetuating parliament run by a group of the senior satraps. And since Umberto had too much autocratic ambition, the Duce turned to the really remarkable 41-year-old Duke of Aosta—a second cousin of Victor Emmanuel. Aosta has had a colorful life. He was a corporal at the age of 16 in the last war and was decorated for military valor. After the war he disappeared in Africa and finally turned up as the foreman of a soap factory in the Belgian Congo. Over 6 ft., he is good-looking, extremely cultivated and one of the most popular men in Rome. To give him a chance for real glory, Mussolini sent him off as Viceroy of Ethiopia in November 1937.

King reconciled Prince Umberto and Il Duce

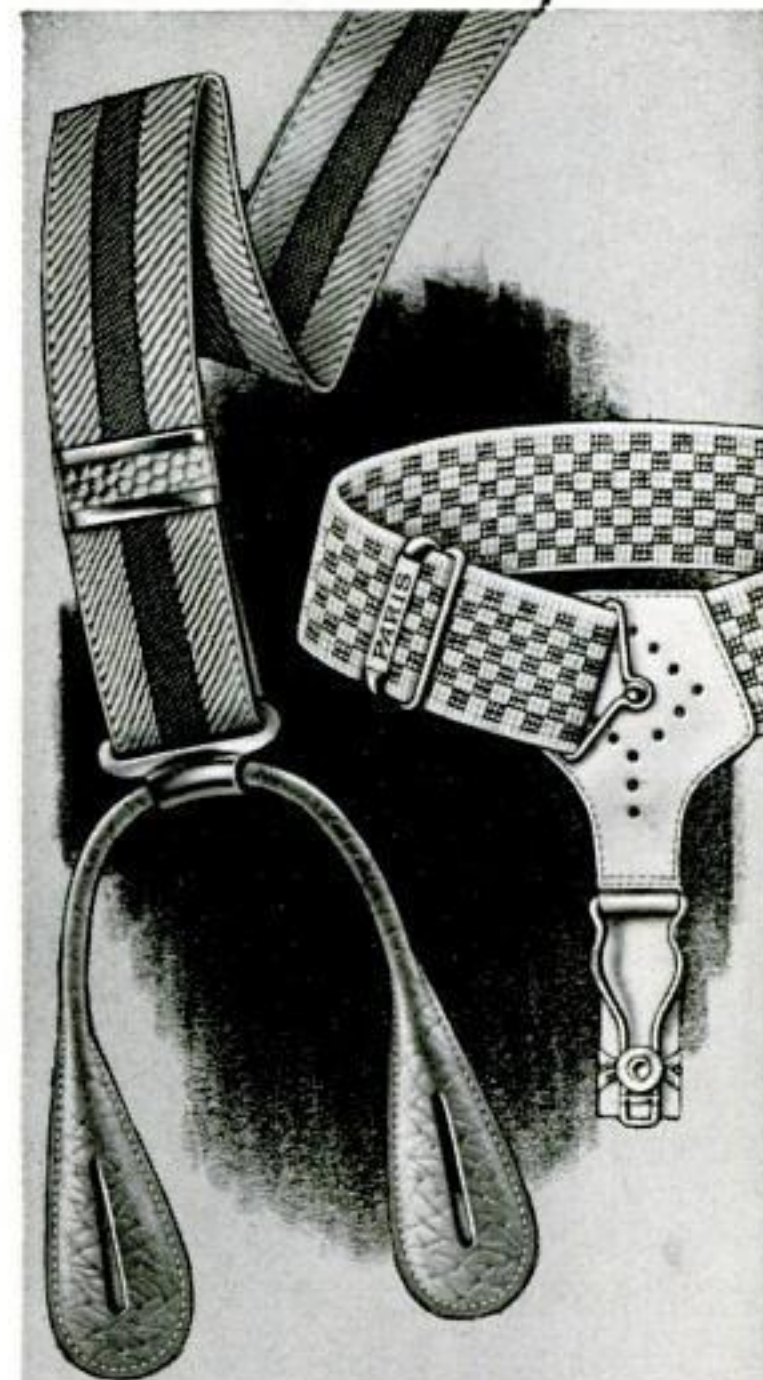
Victor Emmanuel went to work—on his son, then on Mussolini. He brought them together as often as possible, made them see one another's good points in his persuasive way. The reconciliation has been so effective that the Duce recently gave Umberto the second most important command in the Italian Army. Most political observers in Rome now agree that there will be no difficulty about Umberto's succession.

Existing conditions obviously impose such a climactic strain on the Duce-King *entente* as may even make the question of Umberto's succession an academic one. If Italy goes to war the King will not necessarily have to eat his words about fighting against France. He might choose to abdicate instead, which would put Mussolini in a position the difficulties of which may be a major reason for his peculiar nervousness about joining his ally. If the King abdicated, the split between Mussolini and the House of Savoy might develop into an open break between Il Duce and the Pope. The Italian people's loyalty to the former, unlike the Germans' semi-religious loyalty to Hitler, has always been within bounds of political feeling. If it conflicted with Italy's deep and ineradicable Catholicism, the result might be an interior dissension that would make efficient prosecution of the war impossible. If the Duce's entrance into war forced the King to leave the country in protest, it might not even be too fantastic to imagine that the Pope would pronounce an interdict on Il Duce—a bit of news which Il Duce might be able to eliminate from press and radio but which he could scarcely prevent French aviators from communicating to his people in a sensational edition of leaflets.

At 70, Victor Emmanuel still leads an active varied life—at Rome in the winter, at the Castle of San Rossore on the Mediterranean below Pisa in the summer or at the Alpine hunting lodge at Sant' Anna di Valdieri in the autumn. The lodge is the favorite spot of both Victor Emmanuel and the Queen. Elena fishes to her heart's content and the King, who this once during the year changes his uniform for sports clothes, gets up at 4 in the morning to hunt mountain goats on the crags. Victor Emmanuel still keeps his adjutants and Mussolini on the jump at the maneuvers which he always attends. Last autumn, watching the army of the Po on their difficult mountain exercises, he went hard up hill and down dale for six hours at a

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ITCHING and BURNING of
Gently cleanse affected parts and quickly relieve fiery torment with
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THE LITTLE KING (continued)

stretch. Ironically, he remarked to Mussolini, "Well, Duce, I'll bet you won't be able to do that at 70, despite all your training." Mussolini smiled a thin smile.

From Valdieri the King often goes for drives alone with Elena, who loves automobiles and drives rather recklessly. Like her husband, the Queen has aged well. When their car stalled once on a mountain road and the starter failed, His Majesty scrambled out with a hand crank. He could not budge the engine. "Let me," said Elena kindly, unfolding her 6 ft. from the little Fiat. Taking the crank, she gave one heave and the engine purred to life.

Job of ruling calls for long hard hours

The Little King works hard. His day begins at 7, and by 8 he is at his desk. Like the Duce, he is an omnivorous reader of newspapers and scrupulously marks interesting articles for Mussolini's attention, which always irritates the Duce who has seen them anyway. When his reading is finished he drives down to his office in the Quirinal to go through the reports and documents that are sent up every day from the Palazzo Venezia (Mussolini's chancellery) and the other ministries. He is very punctilious about studying every detail and often drives the impatient Duce wild while he "thinks and sleeps over" a decree before signing it.

At one o'clock the King lunches at the Villa Savoia. He has grumbled for years because two adjutants—a chamberlain and a lady-in-waiting—have to join the Queen and himself. He likes to have his meals "in peace." There is very little social life at the Villa Savoia. Although Victor Emmanuel would be more than able to support a real court on his million-dollar-a-year income, he and Elena hate the hard-drinking, loose Roman aristocracy—who return the feeling with interest.

In the afternoon the King generally returns to the Quirinal to receive ministers, diplomats and friends. He is very easy to talk to and very engaging in conversation with a dry, sharp humor and a quick sideways smile. But it is very difficult, as diplomats have all discovered, to get anything out of him. One of Colonel Osio's maxims was, "Listen to everything but don't talk about anything really important unless you have to."

At 5 the King is back at the Villa Savoia for the family tea reunion. The rest of the day he uses for his vast correspondence. He is an indefatigable writer and keeps in touch with all his many relatives and friends in the royal houses of Europe—a great and accurate source of information which he stores up carefully. His mail is indexed and filed. He has a passion for keeping everything—letters, clippings, notes, mementos, as well as silver coins of which his collection compares favorably with Franklin Roosevelt's collection of stamps. The King's filing system is better in some respects than Il Duce's, who has often said when ministers came to him with difficult questions: "Go and ask His Majesty. *Il Re sa tutto* (the King knows everything)."

Once during the Ethiopian crisis with England an aide bringing some important news said to Mussolini: "We must telephone to the King about this." The Duce glowered. "I have never called the King to the phone in my life. I wouldn't dare. Call His Majesty's secretary and have him tell the King that I would like to be summoned." The Duce always goes to the King with his major problems. Never have his visits been so frequent as of late. Every two or three days the Dictator's car roars up to the Quirinal or out to the Villa Savoia. He generally stays an hour or longer, a long time indeed for Mussolini. The Little King is apparently no marionette at all.

Relationship between King and Duce is symbolized in this pose which shows Mussolini bowing respectfully before King at Army maneuvers. Pictures like this gratify the monarch because they make him appear taller than even the diminutive Duce.



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J. R. Eyerman is the energetic photographer who followed the whirlwind course of LIFE's Sports Marathon party (pp. 104-109) down the slopes of Mount Rainier to the sea. Mr. Eyerman is used to outdoor work, having photographed most of Glacier and Yellowstone parks with his father before he was 15. He gave up photography for engineering at 15, but in nine years he was back in the profession for good.

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6—JOHAN BULL
7—MERLIN, PETTY
8—MURRAY KORMAN
14, 15, 17—SAUL STEINBERG from CIVITA
21—W. W.—ACME
22—A. P., W. W.—ACME—ACME RADIOPHOTO, INT.
23—A. P., INT.—W. W. RADIOPHOTO—bot. rt. INT. RADIOPHOTO
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28—Maps by J. MC A. SMILEY
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30—A. P.—W. W.—P. I.—HERBERT GEHR
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32—ELIOT ELISOFON—FRITZ HENLE from B. S., ELIOT ELISOFON
33—MORSE-PIX, ELIOT ELISOFON—ELIOT ELISOFON
34—LONDON DAILY MIRROR—EUR.
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64—HANSEL MIETH—ERIC SCHAAL-PIX
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83—OTTO HAGEL
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87—DMITRI KESSEL courtesy FORTUNE
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95—INT.—HAMILTON M. WRIGHT
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EARLY MORNING

THE PARTY BEGINS A MILE HIGH AMONG MT. RAINIER'S SNOWS. HERE SKIERS PILE UP AT THE FOOT OF A RUN. STANDING, LEFT, IS TACOMA'S MAYOR-ELECT HARRY CAIN
FUN AT SEA LEVEL ENDS THE ATHLETIC DAY. HERE SWIMMERS ARE PLAYING "BEACH PATROL," A GAME PECULIAR TO TACOMA. ITS RULES ARE EXTREMELY VAGUE



LATE AFTERNOON

Life goes to a Sports Marathon

Young athletes of Tacoma cram a year's fun into a single day

Ghastly early on a gray ghostly morning 56 muscular young men and women of Tacoma, Wash. embarked by motor for Mt. Rainier's upper slopes. Two hours later they were tumbling in deep snow 5,400 ft. above the sea. Nine hours later they went swimming in the tingling waters of Puget Sound. In between they fished, golfed, rode, sailed and sampled virtually every pastime known to hedonistic man.

"Two hours—Sea Level to Ski Level" is the dic-

tum of Tacomans who like to point out that climatically each 1,000 ft. of elevation equals 500 miles' latitudinal travel. The outing shown on these pages took twelve hours but it proved beyond cavil that on the slopes of Mt. Rainier life offers infinite variety. During the day participants traveled 218 miles, tried two dozen different sports, changed clothes many times and employed over 375 items of sports equipment. That night, still vigorous, they danced till 1 a. m.



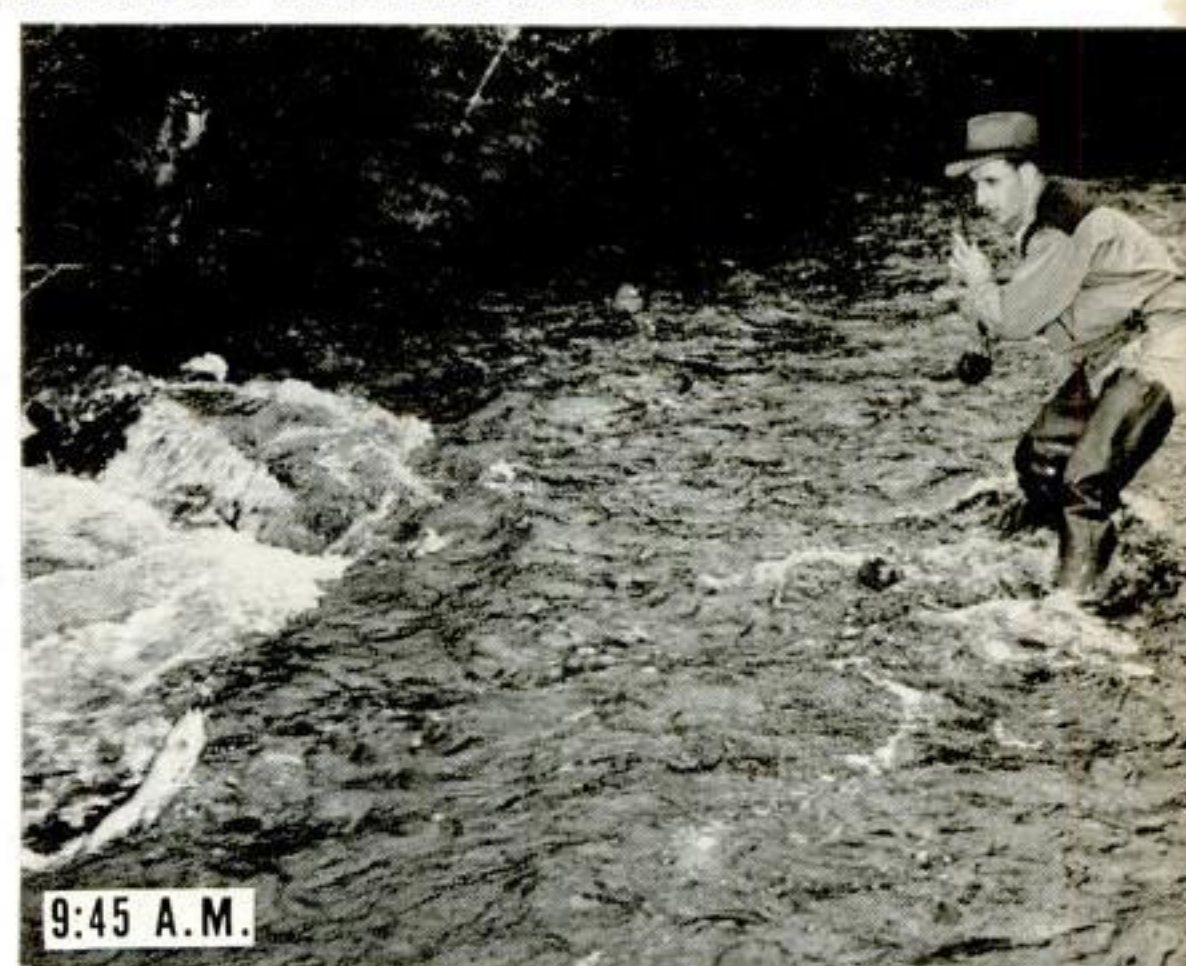
6 A.M.
THE PARTY SETS OUT BY MOTOR FOR MT. RAINIER'S SNOWS



8:45 A.M.
SNOW FIGHT STARTS AFTER HALF HOUR OF SKIING (SEE OPPOSITE)



8:50 A.M.
SNOWSHOES FINISH WINTER SPORTS SESSION



9:45 A.M.
LOWER ON MT. RAINIER, ANGLER HOOKS A RAINBOW TROUT



11 A.M.
MARATHON ATHLETES TEE OFF AT THE BROOKDALE GOLF COURSE



12:15 P.M.
AFTER PICNIC LUNCH THEY RIDE TO HOUNDS



1 P.M.
TRAPSHOOTING AT TACOMA GUN CLUB. SCORE: ONE BIRD



1:20 P.M.
NEXT ARCHERS TRY BOWS AND ARROWS AT MONTE VISTA RANGE



1:45 P.M.
THEY BOWL ON THE GREEN AT WRIGHT PARK



1:55 P.M.
HORSESHOE PITCHING BRINGS OUT THE SUN MOMENTARILY

Now I've got *3 times the Confidence in my* **Man-Power**



... Since I discovered Pepsodent Antiseptic. Curbs unpleasant breath and is still antiseptic when diluted with 2 parts of water. Lasts 3 times as long... goes 3 times as far as ordinary mouth washes.



JITTERY... that was me whenever I came face to face with a man.

SPENDTHRIFT, too... on expensive hair-do's, on two-hour make-up jobs, but it didn't seem to help.

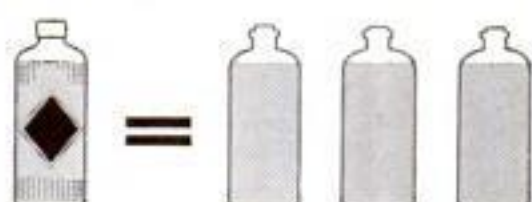


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THIS MUCH
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Antiseptic when
mixed with two
parts of water

EQUALS
3 TIMES
AS MUCH!



Pepsodent

Antiseptic

Your "Breath Insurance"



2 P.M.

LAWN CHECKERS AT WRIGHT PARK



2:20 P.M.

VOLLEYBALL DOWN BY THE NARROWS



2:45 P.M.

A TEN-MINUTE ROUND OF CROQUET



2:55 P.M.

A WET COURT CURTAILED THE TENNIS



3 P.M.

A WORKOUT ON THE CHINNING BAR



3:10 P.M.

KITE FLYING AT WINDY NARROWS



3:30 P.M.

CLUB CYCLISTS TAKE SHORT SPIN



4:20 P.M.

SAILING AT POINT DEFIANCE PARK

CONTINUED ON PAGE 109



The "Petty Girl" suit of 1940

BY JANTZEN

- IF YOU LIKE
SMOOTH CURVES
YOU'LL LOVE THIS
SUIT -

George PETTY

A great artist turns to swim suit design! With the same master strokes in simplicity of line that have made him so famous with brush and canvas. Here's George Petty's conception of the Suit of Youth, classic in design with slenderizing princess lines.

Tailored by Jantzen in a perfectly amazing new fabric, *Sea Ripple*. A swim suit that actually stretches all ways! A swim suit with real foundation garment control! It fits as you have never known a swim suit could fit. See it—feel it—try it on. Lastex* yarn has been knitted-in for perfect figure-molding. There's a new experience in beauty of line and perfection of fit awaiting you. In the new fashionable colors—\$6.95 in U.S.A. For illustrated style folder, men's or women's, address Dept. 311.

A reproduction of this Petty Painting without advertising copy will be sent on receipt of 10c in stamps or coin.

JANTZEN KNITTING MILLS, PORTLAND, OREGON; VANCOUVER, CANADA

*Reg. U.S. Pat. Off.

Jantzen
SWIM SUITS AND SUN CLOTHES



Two letters that made a great name for themselves

*If you ever had a drink
in one of New York's
smarter places you
know the goodness of*
P.M. DE LUXE

In fact, you couldn't miss it! A recent survey of Greater New York leading hotels, clubs and restaurants shows that *more of them pour P.M. de Luxe than any other brand.*

And of course, they serve P.M. de Luxe for just one reason — that for five years past, the men who know fine whiskies have kept on asking for P.M. in all the smarter places!

A survey of Greater New York shows that P.M. de Luxe is served in the following

HOTELS AND RESTAURANTS

Ritz Carlton Hotel
Park Lane Hotel
Hotel Berkshire
The Mayfair House
Governor Clinton Hotel
Hotel Lexington
Hotel Lincoln
Forest Hills Inn
Garden City Hotel
Allerton House
Barbizon Plaza Hotel
Savarin Restaurants
Hotel Van Dorn
Albert Hotel

Ambassador Hotel
Savoy Plaza Hotel
Ritz Tower
Hotel Lafayette
Tony's Trouville
Lucerne Hotel
McAlpin Hotel
Whirling Top Restaurant
Hotel Holley
Greystone Hotel
Hotel Edison
Midston House
Concourse Plaza Hotel
Peter Stuyvesant Hotel

Plaza Hotel
Sherry Catering Co.
Gladstone Hotel
Longchamps
Hotel Delmonico
New Weston Hotel
Emily Shaw's Inn
Gramatan Hotel
Victoria Hotel
Bretton Hall Hotel
The Croydon
Irving Hotel
Louis & Armand

Waldorf-Astoria Hotel
The Sherry-Netherland
Hotel Pierre
Versailles Restaurant
Hampshire House
Essex House
Canoe Place Inn
Martinique Hotel
Empire Hotel
Seymour Hotel
Wellington Hotel
Flanders Hotel
George Washington Hotel
Shelton Hotel

CLUBS

Apawamis Club
Atlantic Beach Club
Bankers Club of America
Bonnie Briar Country Club
Briar Hills Golf Club
Broadmoor Golf Club
City Midday Club
Downtown Association
Downtown Athletic Club
Drug and Chemical Club
Harmonie Club

Huntington Crescent Club
Larchmont Yacht Club
Lawrence Beach Club
Lawrence Farms Golf Club
Lido Country Club
Maidstone Club
Manhasset Bay Yacht Club
Meadow Club of
Southampton
Metropolitan Club
Nassau Country Club

Nautilus Beach Club
New York Produce Exchange
Luncheon Club
North Hempstead
Country Club
North Hills Golf Club
Piping Rock Club
Railroad-Machinery Club
Seawane Golf & Country
Club
Sunningdale Country Club

The Links
The Rockaway
Hunting Club
The Stock Exchange
Luncheon Club
Union League Club
Westchester Country Club
Wheatley Hills Golf Club
Whitehall Club
Williams Club
Winged Foot Golf Club
Yale Club

National Distillers Products Corporation, New York City. 90 Proof. 51% straight whiskey, 49% grain neutral spirits.



4:35 P.M.

OARSMEN IMPROVE THEIR SHINING CALLUSES IN RUN OFF POINT DEFIANCE



4:45 P.M.

CLUB DAREDEVILS TAKE A WET AND WINDY RIDE ON SEAPLANE'S STRUTS



5:15 P.M.

HARDY SWIMMERS ENDURE RAIN & WINTRY WATER FOR SAKE OF CORPUSCLES



9:30 P.M.

BUSY BUSY DAY ENDS WITH 3½ HOURS OF DANCING AT THE HOTEL WINTHROP

"Cigar store golf balls?"

I howled

"Not for me"



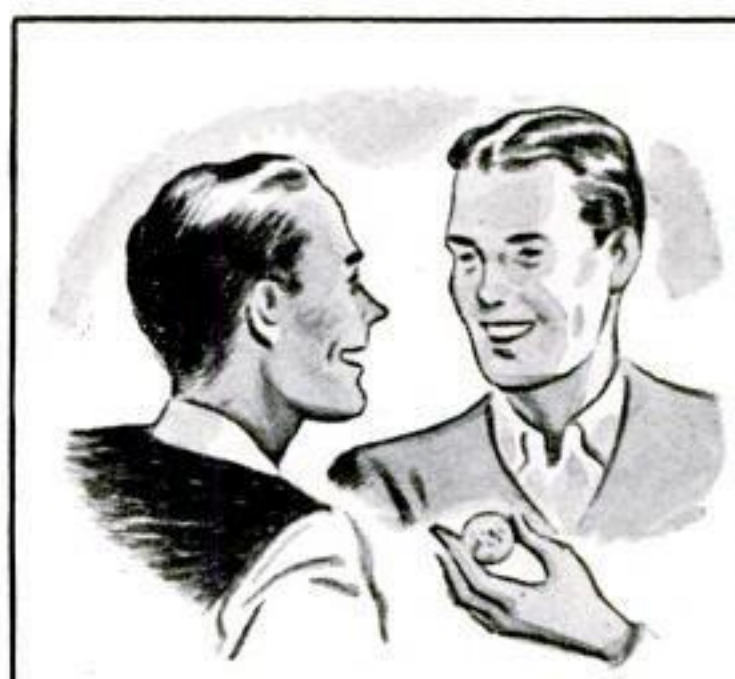
1. This is the sort of thing that burns me up plenty! I went into a cigar store the other night to buy a pack of cigarettes, and just as I was walking-out the "bright boy" behind the counter asked . . . "how about some golf balls, Mister?" . . . *Golf balls* from a cigar clerk who probably doesn't know a mashie from a stymie!



2. I looked at this tycoon of the tobacco industry, and said: "Listen, my Panetela Pro, I buy my golf balls from the one man in the world who deserves my trade — my golf Pro, out at the course . . . where I play."



3. Later I told Tom, our club Pro, about the affair . . . and he shook my hand. "Thanks, Mr. Whipple, maybe you've wondered why I recommend Acushnet Golf Balls so often. Well, I'll tell you —



4. "Acushnet Golf Balls are sold only through us Pros. *Every ball!* That policy helps me improve your game. It lets me be sure that the ball you're playing will go where it should with the swing I'm teaching you.



5. "We see all kinds of balls in play — we play 'em ourselves — and we get to know which are *right* — and Acushnets — tested by X-ray for balance and perfection before they leave factory — are the '*rightest*' balls we know."



SOLD ONLY
THROUGH PRO SHOPS

ACUSHNET
GOLF BALLS

TITLEIST, 75c
For experts only

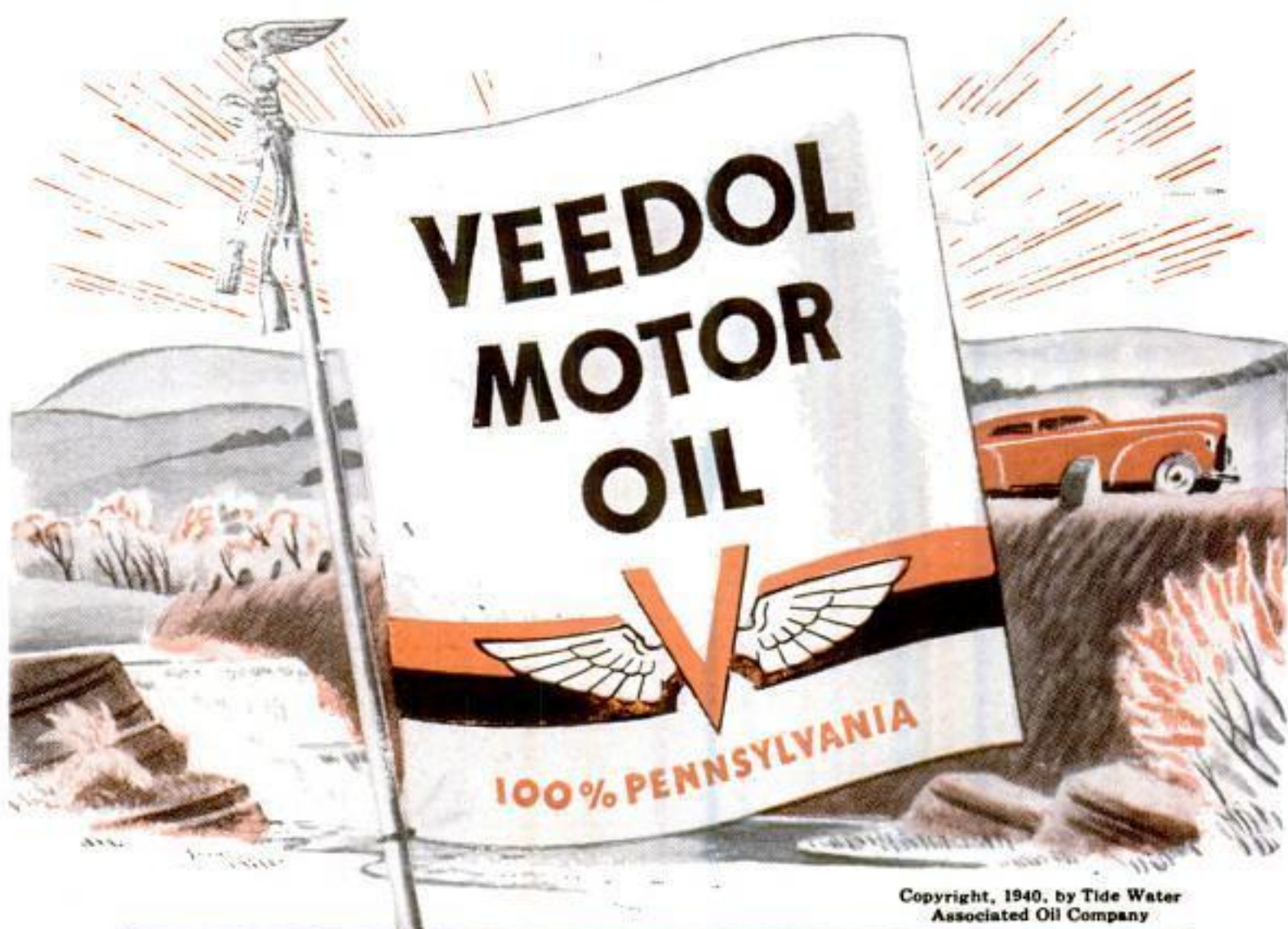
BEDFORD, 75c
The ball that can take it

GREEN RAY, 50c
PINNACLE, 35c

The Pride of MAINE...



The Pride of PENNSYLVANIA



Copyright, 1940, by Tide Water
Associated Oil Company

Nature gave them both that EXTRA SOMETHING

AN EPICURE may search the world over and find no lobster to equal that of the deep, cold waters of the coast of Maine. The careful motorist can find no finer motor oil than Veedol... refined from choicest Bradford-Pennsylvania crude. Here's an oil that nature

made better than ordinary oils. Refined by the world's largest producer of 100% pure Pennsylvania oils, Veedol gives you the utmost in fine lubrication. So, when you need motor oil, ask for Veedol... get that extra protection from the oil that "nature gave a head start."

A PRODUCT OF TIDE WATER ASSOCIATED OIL COMPANY... MAKERS OF "FLYING A" GASOLINES

RADIO



"Picketing the Fair" is written and rehearsed by Revuers in apartment of Betty Comden (Cleopatra's Needle). Other Revuers, left to right, are John Frank, Adolph

RAINBOW ROOM'S YOUNG REVUERS PUT

Many of radio's best shows come up from nightclubs, and of them no club has contributed better ones than the lofty, flossy Rainbow Room in New York, whose alumni include Alec Templeton, Edgar Bergen and Mary Martin. Latest Rainbow Room graduates are a hilarious quintet of young people, aged 18 to 24, who call themselves the Revuers. Every Tuesday evening at 9:30 over the NBC Blue Network they put on a sharp half-hour of satirical sketches and parodies on such diverting subjects

Magazine salesmen confuse a housewife. She complains *Parent's Magazine* has already "made me a mother," but now *Popular Mechanics* has device to turn omelet



Copyrighted material



Green, Judith Tuvim, Alvin Hammer. In the sketch monuments moan they are neglected by sightseers and Liberty cries: "I've been carrying a torch for 50 years."

THEIR SATIRICAL HUMOR ON THE AIR

as saboteurs who mark up subway advertising, neglected monuments picketing the World's Fair, Joan Crawford fan clubs.

Year and a half ago, 18-year-old Judith Tuvim got herself and friends their first job at the Village Vanguard, a downstairs hangout for impoverished Greenwich Village Bohemians. Their instant popularity brought a vogue to the Vanguard and got the Revuers a job at the Rainbow Room. Herewith LIFE shows the Revuers, who write their own songs and lyrics, busy in rehearsal.

into hard-boiled egg, *Esquire* advice that husband "can dare anything as long as he's dressed for occasion." *Terror* salesman is "earning way through a haunted house."



CONTINUED ON NEXT PAGE



IN CHEYENNE, RODEO LEADS

IN MILWAUKEE, BLATZ LEADS



MILWAUKEE is known for its fine beers. And right here in the beer capital of America, Blatz leads all the rest. Milwaukee's beer drinkers prefer Blatz bottle beer above any other brand.

This significant fact is verified by an independent survey of a great American newspaper. It's convincing proof that Blatz Old Heidelberg has a tempting, thirst-quenching flavor duplicated in no other beer.

Try Milwaukee's most popular bottle beer. It's a beer for those who want the best.

BLATZ BREWING COMPANY, MILWAUKEE, WIS.
89 Years of Brewing Experience

OLD HEIDELBERG BEER



Copyright 1940, Blatz Brewing Co., Milwaukee, Wis.



SMARTER...MORE COMFORTABLE

Hickok takes Gabardine...the year's style fabric for men...treats it with the same magic that creates famous *Live Leather Belts*... and produces stretchable Gabardine Belts! They "give" with every breath you take... every move you make... for utmost comfort. They're reversible, too... both sides equally wearable... to give you two belts at one price!

Reversible, stretchable Hickok Gabardine Belts... tops in style, comfort, value... \$1.

Hickok Gabardine Braces... with patented ActionBAK to give you full freedom, whatever you do... \$1.

HICKOK
BELTS • BRACES • JEWELRY

Radio's Revuers (continued)



The love potion scene from Wagner's *Tristan und Isolde* is parodied in three sketches by Revuers Betty Comden and Adolph Green, using anything handy for props. Here they mimic grand opera's own approach with lusty cries of "Tristan! Isolde!"



Noel Coward treatment of the love potion has hero and heroine meet in a cocktail lounge. Unintroduced, she bursts out: "My name's Victoria, Victoria Marden. I adore you." Amorous hero's retort: "Extraordinary how potent cheap liquor is."



Clifford Odets version converts the love potion into two beers in a bar and grill. "What are you doing here?" asks Green. "I'm waiting for Lefty." "Don't wait for that guy. What you need is a man—me—Moe Rappaport. Here, drink dis."



Aida Barrel is Betty Comden as movie siren Theda Bara. She sings: "When I just breathed, men inwardly seethed . . . My eyes were a blackened recess. What allure—what amour—what a mess! My appearance in a flicker had the influence of liquor."



SHEETS THAT PASS THE GUEST TEST

Guest: "Did I sleep well? Marvelously, my dear . . . Who wouldn't between such lovely, smooth sheets . . . they must be new."

Hostess: "New? Far from it . . . but Utica sheets have a reputation for staying new-looking a long time."



**STAY SMOOTH, WHITE
AND SERVICEABLE FOR MORE
THAN 260 LAUNDERINGS—
SAY LEADING
HOTELS AND CLUBS**

**THIS EQUALS
OVER 10 YEARS
NORMAL HOME SERVICE**

DO as leading hotels do the next time you buy sheets. Insist on genuine UTICAS . . . the sheets that pass the "Guest Test" for comfort and the "Laundry Test" for service.

You'll find UTICA'S firm texture wrinkles less . . . smooths out easier when you make beds . . . UTICA'S sturdier construction from durable heavier yarns and balanced weaving assure longer service—greatly surpassing lighter sheets for wear. And UTICA'S pure finish (free from false filler) provides permanent whiteness and soft, restful smoothness. P.S. For really long sheets, the kind that don't pull out at the bottom, ask for the 108-inch length.



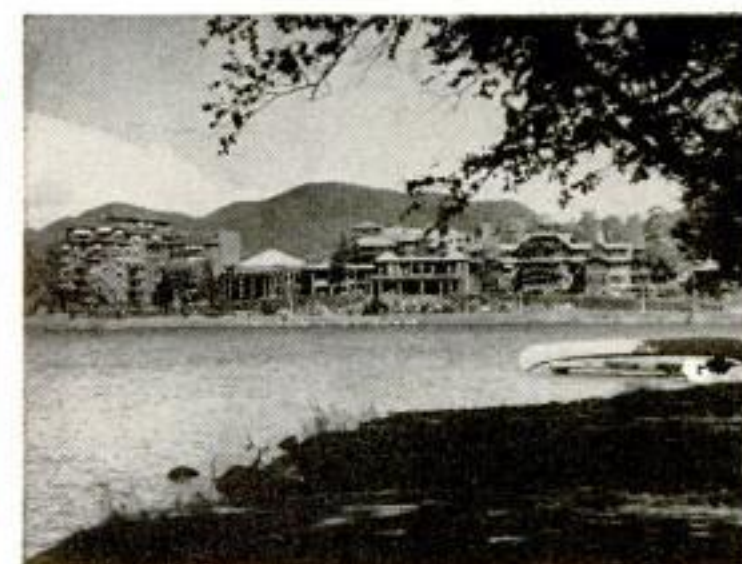
FREE "SNOWY" Picture Book

Beautiful 32-page book, containing 6 life pictures of "Snowy"; time and money-saving pointers on bed-making, laundering, sheet sizes. Mail coupon or post card.



● **Saranac Inn, Upper Saranac Lake, N. Y.**—Catering to a distinguished clientele, this famous resort hotel selects Utica sheets both for guest comfort and economy.

● **Lake Placid Club, Essex County, N. Y.**—An exclusive all-year vacation club where members expect the finest in everything. The sheets of course are Uticas.



**"Snowy" Says
"UTICA SHEETS
ARE BORN WITH 9 LIVES"**

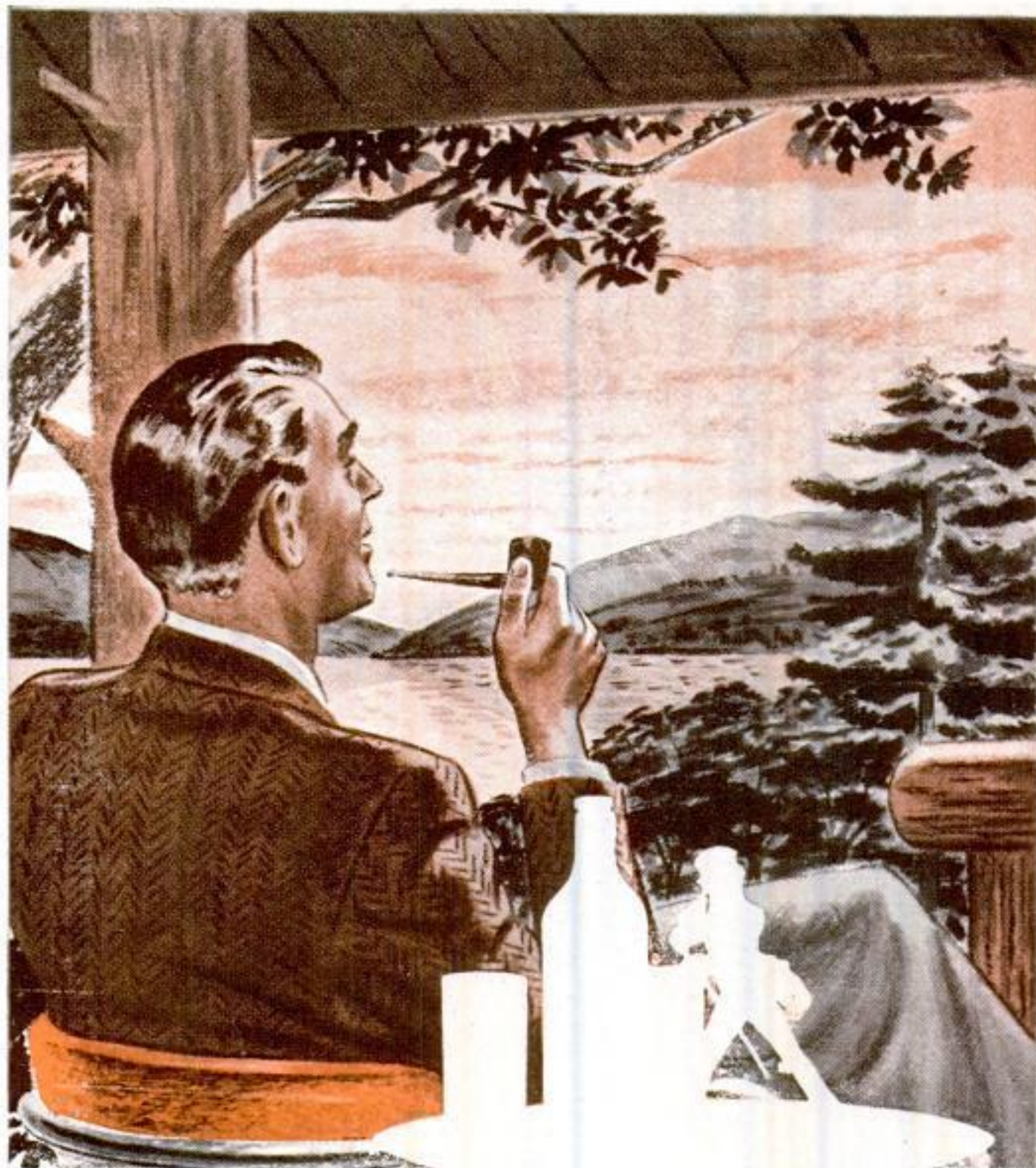
Utica and Mohawk Cotton Mills, Inc., Dept. L4
Utica, N. Y. . . . Also makers of Utica Percale,
Mohawk Muslin and Mohawk Percale Sheets.

Name

Street

City State

Copyright 1940 Utica and Mohawk Cotton Mills, Inc.



Something's lacking until JOHNNIE WALKER APPEARS

THERE'S an old friend missing until Johnnie Walker arrives on the scene. Always welcome, he needs no invitation... known world-wide, he requires no introduction.

The genial gentleman invites *you* to pour a tasty sip. Admire the warm, rich amber colour...giving promise of the fragrant aroma and fine flavour to follow. Truly, there's no finer whisky than Scotch, and Johnnie Walker is Scotch at its smooth, mellow best.

RED LABEL, 8 years old. BLACK LABEL, 12 years old. Both 86.8 proof.

IT'S SENSIBLE TO STICK WITH
JOHNNIE WALKER
BLENDED SCOTCH WHISKY

Canada Dry Ginger Ale, Inc., New York, N. Y., Sole Importer

PICTURES TO THE EDITORS

OPEN-AIR "HAMLET"

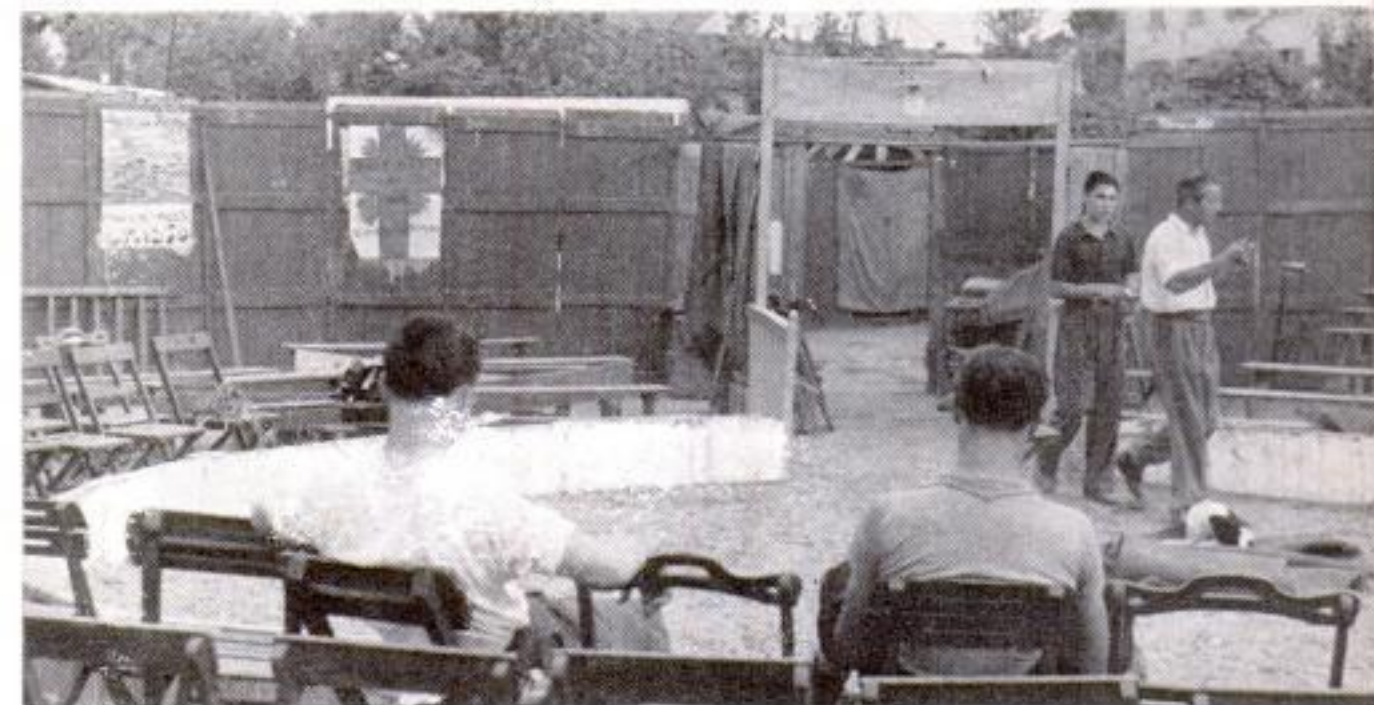
Sirs:

When Shakespeare wrote *Hamlet* three and a half centuries ago it was played by traveling troupes of actors. This spring in Italy a similar group of travel-

ing actors is presenting *Hamlet* without any stage props in village squares and in the open air. Maybe this would be a new trick for America's Orson Welles to try.

CAESAR CIVITA

Milan, Italy



THE THEATER IS SET UP BY THE ACTORS FOR THE EVENING'S PERFORMANCE



WHILE HAMLET SPEAKS, A SPECTATOR (LEFT) TAKES A DRINK OF CHIANTI



AS THE KING LIES DEAD, TWO YOUNGSTERS TRY TO PULL OFF HIS BEARD



BETWEEN THE ACTS OPHELIA PASSES THE PLATE AMONG THE CUSTOMERS



**FEEL ALL
FAGGED OUT?**

**Freshen Up With
ALKA-SELTZER**

When you feel all tired out at the end of a busy day—suffering from Muscular Fatigue—relax, and drink a sparkling glass of Alka-Seltzer. See how quickly you feel refreshed.

Try Alka-Seltzer too, for relieving the pain of tired, aching muscles. There are so many uses for Alka-Seltzer that you should always keep a package in your home—ready for quick relief from the unpleasantness of many common ailments.

**GET A
PACKAGE
TODAY**

**AT
ALL
DRUG
STORES**



Alka-Seltzer

**Do You PLAY A LITTLE
and REST A LOT?**

wear a
**McGREGOR
Three-Semble**
1 SLACK 2 SHIRTS

2 Outfits in ONE

*One for Action
One for Leisure*

It's a Matched Shirt-
and-Slack Ensemble
with an EXTRA
shirt in a blend-
ing heathertone!

With 1 long-sleeved
and 1 short-sleeved
shirt . . . **\$8.95**

With 2 short-sleeved
shirts . . . **\$7.95**



McGREGOR
*Reg. App. For

At better stores everywhere... or write

McGREGOR SPORTSWEAR
303 Fifth Avenue • New York

IF YOU WANT

to subscribe to LIFE, write to
P.I. PRENTICE, Circulation Manager
LIFE—330 East 22nd Street
Chicago, Illinois
AND ENCLOSE \$4.50

Mows and Trims Lawns

**in One Simple,
Easy Operation**



**Save Time
and Labor with a
MONTAMOWER**

Tired backs and aching arms just don't happen to users of Montamower. All the drudgery and noise of lawn mowing is done away with. No dead weight to push and pull. Instead, just pounds of live mechanism that first gathers then cuts the grass closely, smoothly, and to the correct height; no matting; no streaking; no clatter; no rattles. Cuts a 16" swath through long grass, dandelions, spike grass and weeds. Cuts right up to walls, fences, trees or posts; leaves no fringes to be trimmed by hand. Cutters are self-sharpening. Built to last many years. Many thousands in use. Sold direct from factory. Costs little. Write at once for guarantee information and literature.

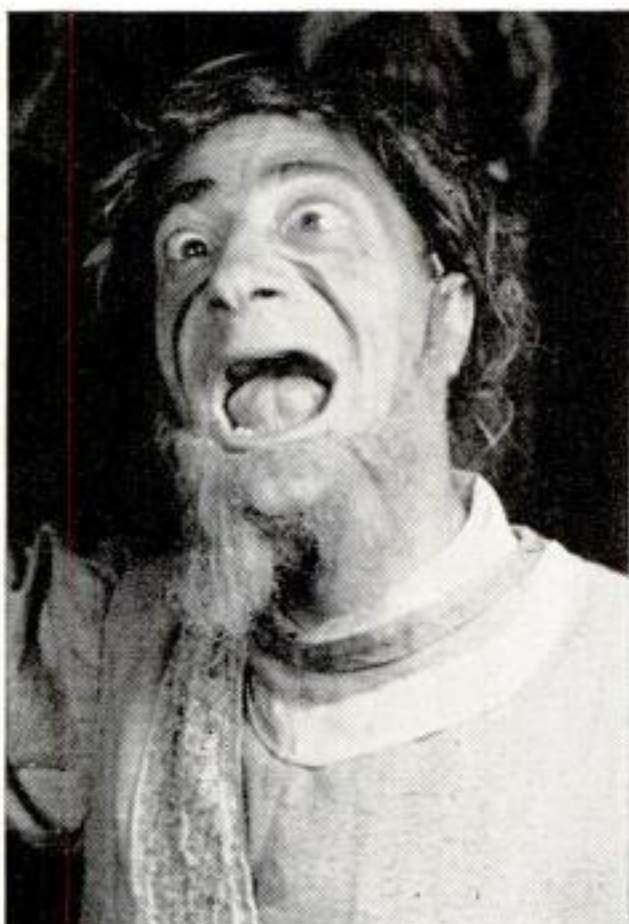
MONTAMOWER DISTRIBUTING CO.
322 HOUSEMAN BLDG. GRAND RAPIDS, MICHIGAN

**PICTURES TO
THE EDITORS**

(continued)



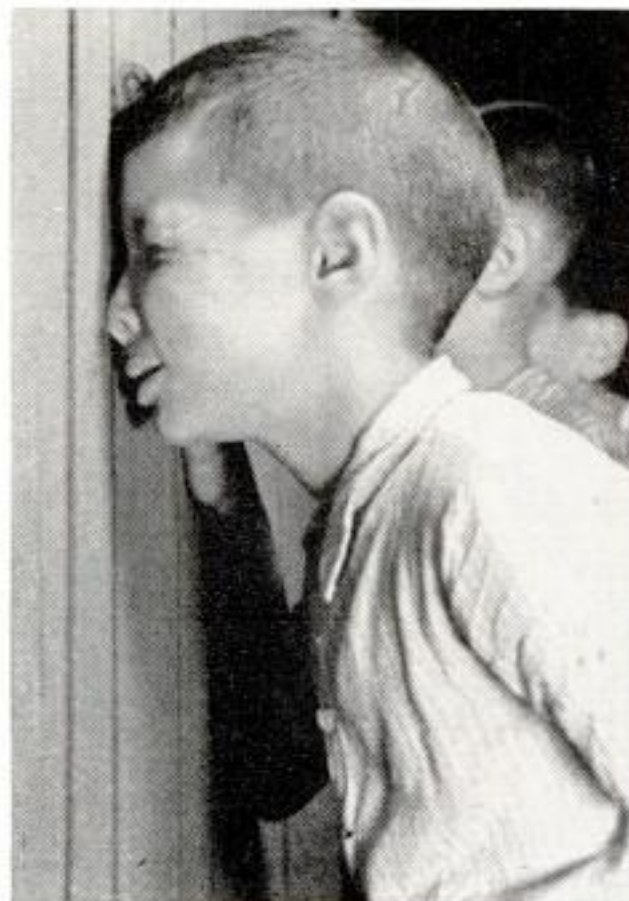
MOURNFUL HAMLET COMBS HIS WIG



POLONIUS PRACTICES MAKING FACES



THE TRAGEDY BORES THE CASHIER



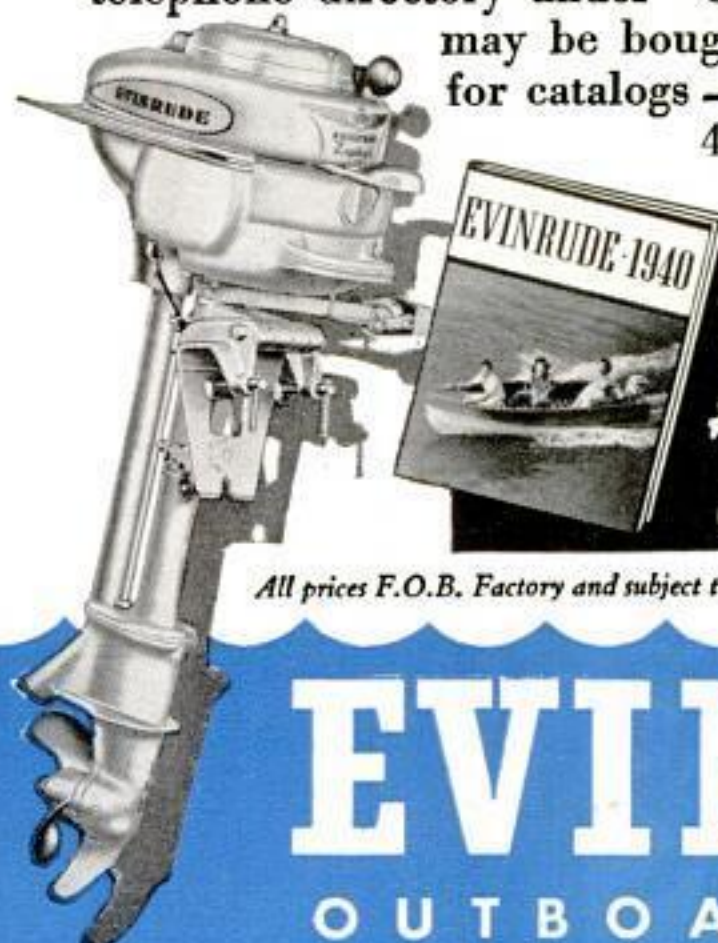
CHILD GETS A FORBIDDEN PEEP



**Look out, *fish*
here we come!**

PRETTY SWELL... when the "big ones" laugh at your favorite lures... to flick the starting cord of a sweet-running Evinrude... and scud swiftly to far-off reef or lurky weed-bed where you know they *really* bite! It's the sure way to put more *fish* into fishing, and pack more pleasure into every precious hour of sport. This year — *just try it!*

For any fisherman, Evinrude has the answers! Smart "singles", amazingly light and handy, weighing as little as 10 pounds, and costing as little as 2 cents an hour to run! Matchless "Fours", including the brilliant new Zephyr (illustrated below), a four-cylinder model that's "smooth as an 'eight' — light as a 'twin'"... a thrilling "4" expressly built for average service. 9 models to choose from, all offering Evinrude's famed starting ease! See your Evinrude dealer... his name is listed in your classified telephone directory under "Outboard Motors." Any Evinrude may be bought on easy time payments. Write for catalogs — address, **EVINRUDE MOTORS**, 4485 N. 27th St., Milwaukee, Wis.
Evinrude Motors of Canada, Peterboro, Canada



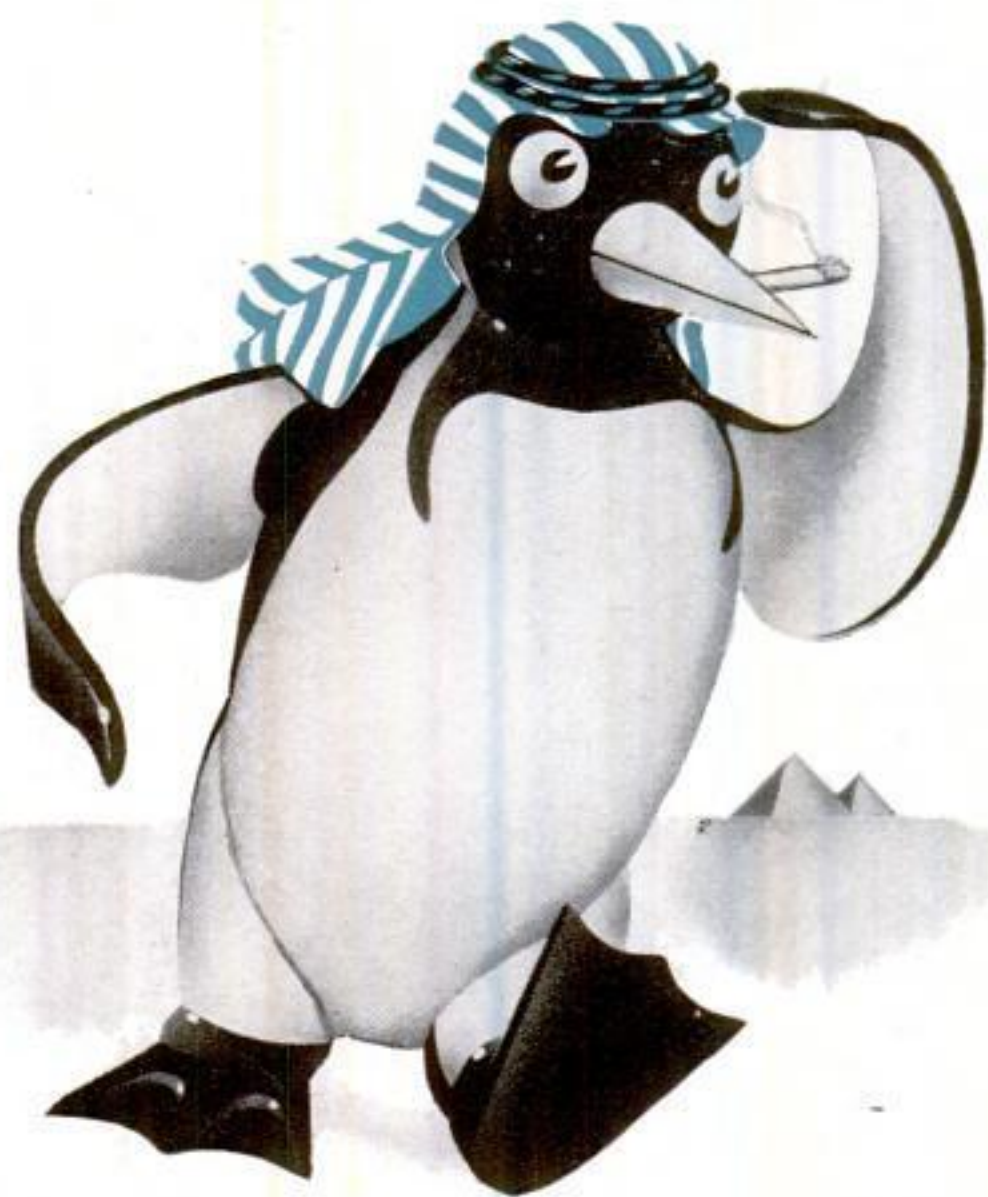
EVINRUDE 1940
An EVINRUDE
FOR AS LITTLE AS
\$29.95

All prices F.O.B. Factory and subject to change without notice

Catalogs Free
... Evinrude catalog, and catalog of 6 Elto models priced as low as \$26.50—also handy Boat-and-Motor Selector and Boat Directory of Leading Builders—all FREE. Write today!

EVINRUDE
OUTBOARD MOTORS

WHEN YOUR THROAT FEELS DRY AS A DESERT



In between
the others...



SMOKE A KOOL

1. It gives your throat a welcome change.
2. The mild menthol is definitely refreshing.
3. You'll enjoy all your smoking more.

Once you try it, you'll find KOOLS so much easier
on your throat, you'll smoke 'em all the time.

TUNE IN — Paul Sullivan
Reviews the News — CBS
Every night but Sat. & Sun.



UNION
MADE

VALUABLE COUPON ON EACH PACK... FOUR EXTRA IN CARTONS
Good in the United States for dozens of luxury premiums like these



Twin Waffle Iron. 110-volt A.C. or D.C.
Chromium. Walnut handles. 600 coupons



FREE. Write for illustrated new
edition B & W premium booklet,
No. 17. Address the Brown &
Williamson Tobacco Corp.,
Box 599, Louisville, Kentucky.



Men's Club Kit. Brush, comb, file,
Gillette razor, cream, etc. 325 coupons.

B & W COUPONS ALSO PACKED IN RALEIGH & VICEROY CIGARETTES & BIG BEN SMOKING TOBACCO

PICTURES TO THE EDITORS

(continued)

CANARIES AT HOME

Sirs:

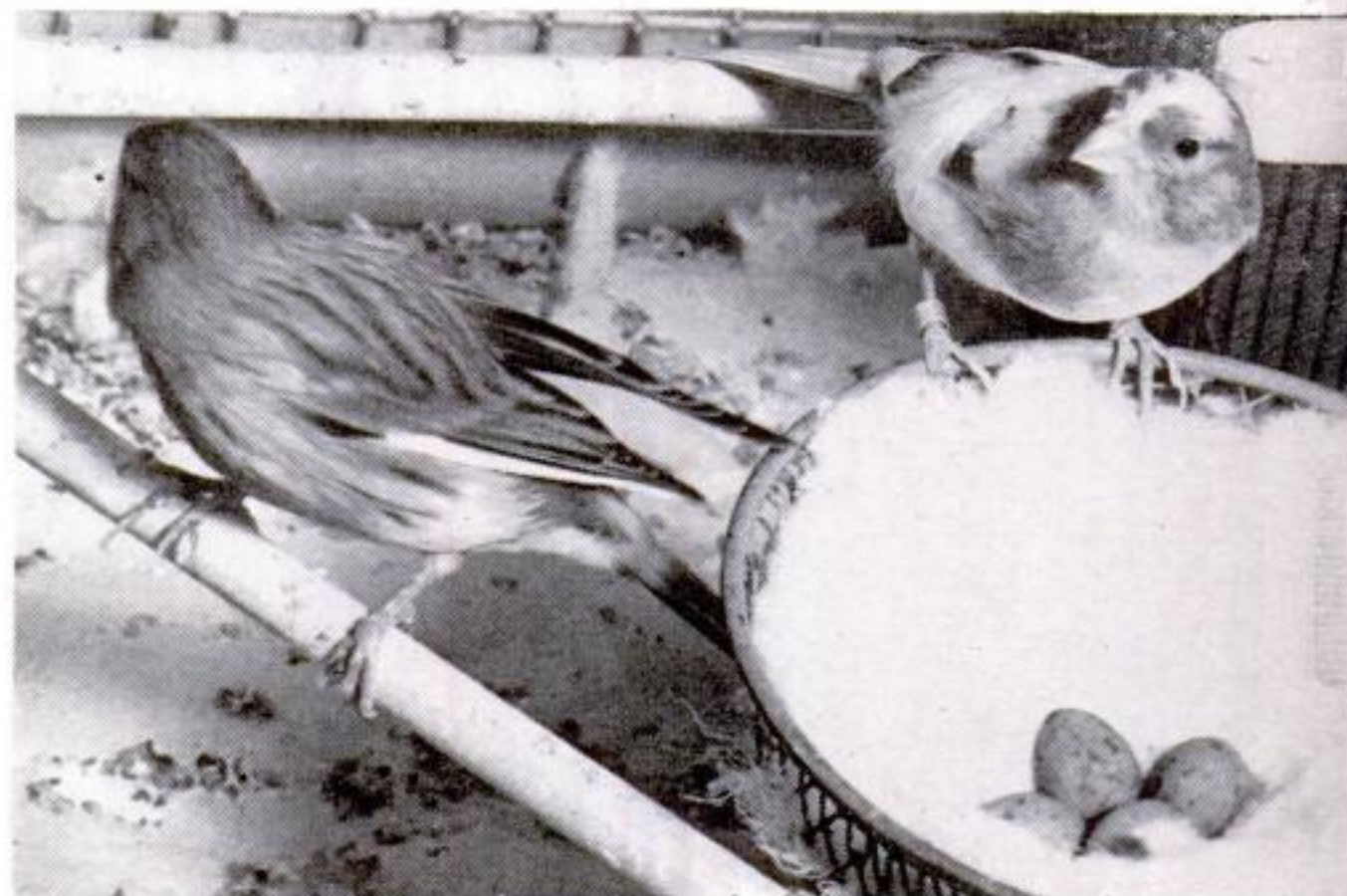
My canaries Pete and Scrappy have given birth to several chirps off the old block. By removing a section of their cage, I was able to photograph their home life (right). Often I had to wait four hours for a single shot. But the result is a record of the babies from the time they were laid as eggs to the time they began growing up.

R. J. HASSMAN

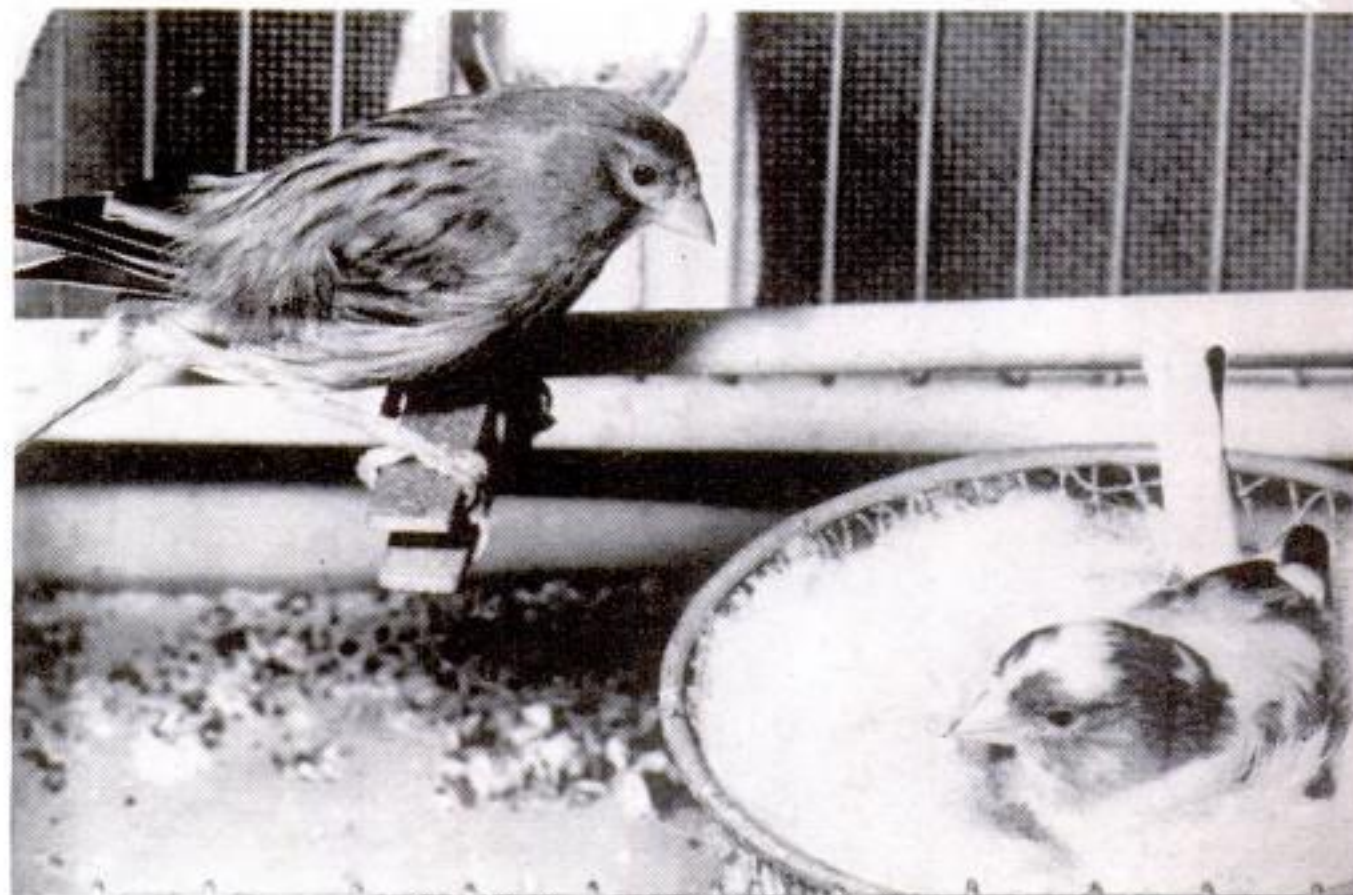
San Francisco, Calif.



HASSMAN SET LENS BY OPEN CAGE



PARENTS HAVE VARYING REACTIONS TO THE SIGHT OF FOUR MOTTLED EGGS



PETE WATCHES SCRAPPY HATCH EGGS. EGGS TAKE 13 TO 14 DAYS TO HATCH

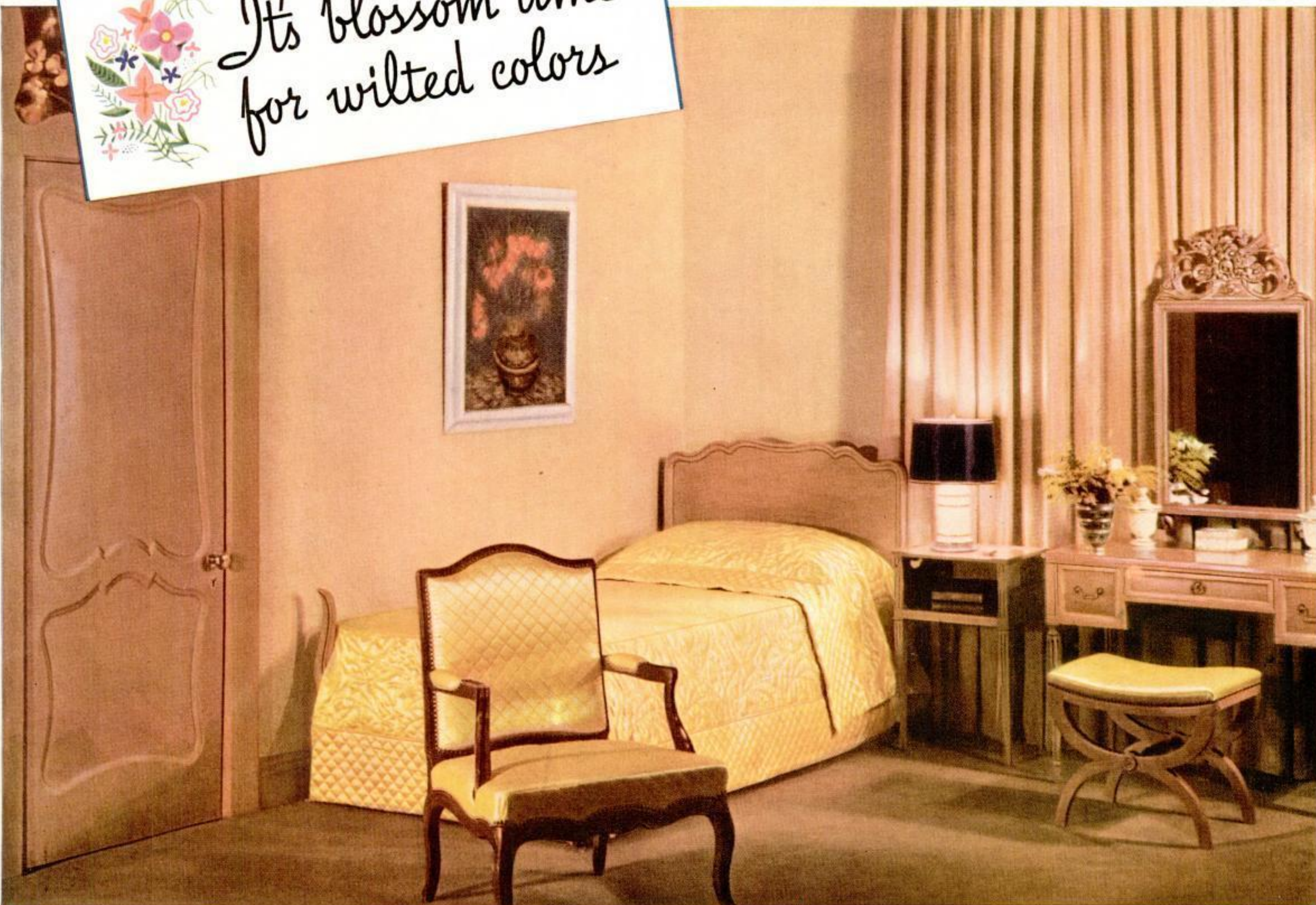


SCRAPPY FEEDS TWO-DAY-OLD YOUNGSTERS PRE-MASTICATED FOOD HOURLY

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*It's blossom time
for wilted colors*



HOOVER

REG. U.S. PAT. OFF.

KEEPS COLORS FRESH

THE EASY-FOR-YOU WAY



Guide a Hoover across your rug.

See how the nap is fluffed up. Notice how the wilted colors blossom out. The Hoover cleaner does the work—not you. By actual scientific test you can do a cleaning job you'll be proud of in far less time than required by ordinary cleaners.

\$52⁵⁰

That's all you pay for the Hoover "305" (Cleaning Tools extra). A leading store near you will show you this Hoover and the two other Hoover models—and let you try them yourself. Phone today for this home trial. THE HOOVER COMPANY. Factories: North Canton, Ohio; Hamilton, Ont.



A cleaning bouquet—some of the Hoover tools that keep colors fresh. No straining—no stooping. These tools have long arms and attach instantly.



The rug is his playground—keep it Hoover-cleaned. Along with the grit that ruins rugs—the exclusive Hoover cleaning action gets plenty of dangerous germs.



Don't throw out the dog—get the Hoover—it's famous for getting hard-to-get dog hairs. Many people buy it for this reason alone. Dislodges and removes moth larvae, too.



**IT BEATS...
AS IT SWEEPS...
AS IT CLEANS**

IN LOOKS, IN ABILITY, IN EASE OF USE, THE HOOVER IS *Years Ahead*



• Actual color photograph of Mr. King inspecting some "better-than-ever" tobacco!



Copyright 1940, The American Tobacco Company

**"Yes ma'am, it was Uncle Sam...
who made tobacco better than ever!"**

**"And Luckies always buy the cream," says
H. R. King, 15 years a tobacco buyer.**

"Credit sure does go to U.S. Government
scientists," says Mr. King. "The past few
years they helped farmers grow tobacco the
like of which America has never seen.

"As I've bought over 4 million pounds
of tobacco at auctions from Florida to

Kentucky, I've seen that Luckies snap up
the prettier lots of these finer tobaccos.

"So I smoke Luckies, and others in my
line do, too. I mean independent buyers,
warehousemen and auctioneers."

**WITH MEN WHO KNOW TOBACCO
BEST...IT'S LUCKIES 2 TO 1**

HAVE YOU TRIED A *LUCKY* LATELY ?